

Promoting Events

Collaborative Webs offer a variety of tools for promoting events. In this lesson, you'll learn how to use readily available material to promote the upcoming Georgia KIDS COUNT Tour.

This lesson includes the following exercises:

1. Upload the Georgia KIDS COUNT Tour logo
2. Create a news story for the Georgia KIDS COUNT tour
3. Schedule the Georgia KIDS COUNT Tour on your calendar
4. E-mail the Georgia KIDS COUNT Tour invitation

Collaborative by Design offers practical tips for enhancing Family Connection Web sites using Collaborative Webs, a communication tool offered by Family Connection Partnership.

Lesson Resources

Georgia KIDS COUNT Tour promotional material is on the Family Connection Partnership Web site on the following page:

<http://www.gafcp.org/KCtour/pdflyers.htm>

Exercise 1: Upload the Georgia KIDS COUNT Tour logo

Step by Step

Additional Information

- | | |
|---|--|
| 1. From Internet Explorer, navigate to the following page:
http://www.gafcp.org/KCtour/KCTourOnlineAnnouncements/kidscount-color-logo-web.jpg | The Georgia KIDS COUNT Tour logo displays |
| 2. Right click the logo and select Save Picture As | The Save Picture box opens |
| 3. In the Save Picture box, select Save In: Desktop and then click Save | The logo is saved to your desktop |
| 4. From Site Manager, under UTILITIES, click Image Uploader | Utilities page opens |
| 5. In the Select a File to Upload text box, browse to the logo on your desktop. Then click Open | Image address appears in Select a File to Upload text box |
| 6. Click Upload to save the logo to the Image Library | Message displays, "Your image has been uploaded." |

Exercise 2: Create a News Story for the GA KIDS COUNT Tour

Step by Step

Additional Information

1. From Internet Explorer, navigate to the following page:
<http://www.gafcp.org/news/overview.htm#kc>
2. Read the overview and identify the date and location of the tour closest to your county
3. Copy (Ctrl + C) the GA KIDS COUNT Tour overview
4. From Site Manager, under LEFT NAVIGATION, click News
5. Click **Add Category**
Category Detail Information page opens (Figure 1.1)
6. In the Category Detail Information page, in the **Title** text box, type:
GA KIDS COUNT Tour
7. In the **Topic Sentence** text editor, type the location and date of the tour closest to your county:
Coming to Albany on
September 25, 2006
(Figure 2.1)
8. In the **Content** text editor, paste (Ctrl + V) the story you copied in Step 3, then make the first line **BOLD**
(Figure 2.2)
9. In the **Abstract Image** box, select the GA KIDS COUNT Tour logo:
kidscount-color-logo-web_sm.jpg
(Figure 2.3)

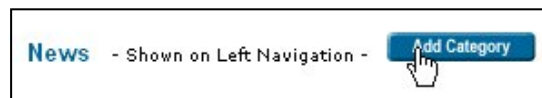
GA KIDS COUNT Tour overview displays

For this exercise, we will use September 25 in Albany

You will paste the story into your news story in Step 5

News page opens

Figure 1.1 Add Category



If you prefer a different title, keep it short

This will be the tag line of your story since it will also appear on your Home Page

This part of the news story will display in a Read More link

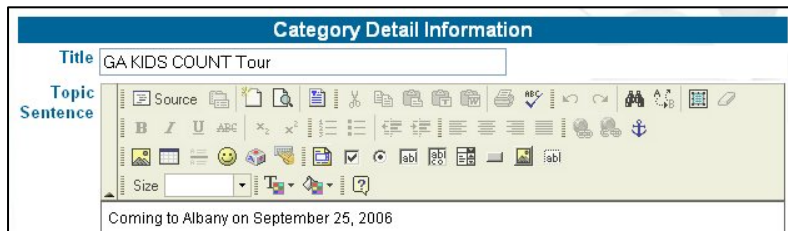
This is the logo you uploaded with the Image Uploaded in Exercise 1

Continued

Create a News Story for the GA KIDS COUNT Tour, Continued

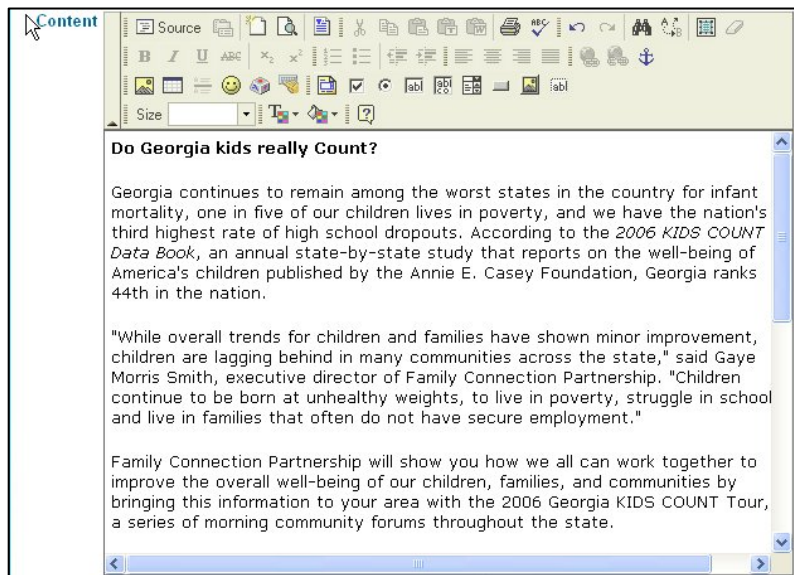
10. In the **Abstract Image Align** box, select left (Figure 2.3) This will appear as a small logo on the News page
11. Check the following boxes:
 Show on Home Page
 Publish
(Figure 2.3) Checking these boxes is necessary so your story will display on the Home Page
12. In the **Sort Order** text box, type 1
(Figure 2.3) The new story will appear at the top of your story list in the County News section of your Home Page
13. Click Submit Check the public view of your Web site to verify your story in County News on the Home Page, and also on the News Page

Figure 2.1 Title and Topic Sentence Text Boxes



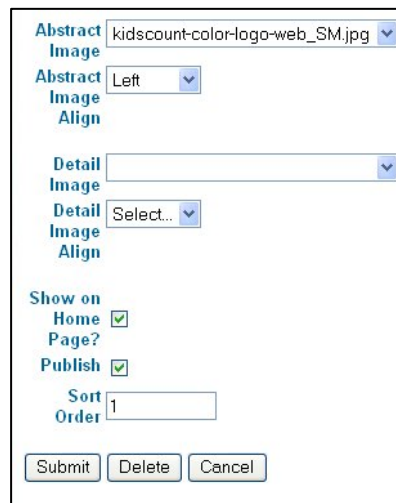
The screenshot shows a web form titled "Category Detail Information". It has two main text input areas: "Title" and "Topic Sentence". The "Title" field contains the text "GA KIDS COUNT Tour". Below the "Topic Sentence" field is a rich text editor toolbar with various icons for text formatting and alignment. At the bottom of the form, there is a small text box containing the date "Coming to Albany on September 25, 2006".

Figure 2.2 Content Text Editor



The screenshot shows a "Content" text editor window. It features a rich text editor toolbar at the top. The main text area contains the following content:
Do Georgia kids really Count?
Georgia continues to remain among the worst states in the country for infant mortality, one in five of our children lives in poverty, and we have the nation's third highest rate of high school dropouts. According to the *2006 KIDS COUNT Data Book*, an annual state-by-state study that reports on the well-being of America's children published by the Annie E. Casey Foundation, Georgia ranks 44th in the nation.
"While overall trends for children and families have shown minor improvement, children are lagging behind in many communities across the state," said Gaye Morris Smith, executive director of Family Connection Partnership. "Children continue to be born at unhealthy weights, to live in poverty, struggle in school and live in families that often do not have secure employment."
Family Connection Partnership will show you how we all can work together to improve the overall well-being of our children, families, and communities by bringing this information to your area with the 2006 Georgia KIDS COUNT Tour, a series of morning community forums throughout the state.

Figure 2.3 Image Text Boxes and Publish Boxes



The screenshot shows the "Image Text Boxes and Publish Boxes" section of the form. It includes the following fields and controls:
Abstract Image: A dropdown menu with the value "kidscount-color-logo-web_SM.jpg".
Abstract Image Align: A dropdown menu with the value "Left".
Detail Image: A dropdown menu with the value "Select...".
Detail Image Align: A dropdown menu with the value "Select...".
Show on Home Page?: A checkbox that is checked.
Publish: A checkbox that is checked.
Sort Order: A text input field containing the number "1".
At the bottom of this section are three buttons: "Submit", "Delete", and "Cancel".

Exercise 3: Schedule the GA KIDS COUNT Tour on Your Calendar

Step by Step

1. From Internet Explorer, navigate to the following page:
<http://www.gaafcp.org/KCtour/index.htm>
2. Copy (Ctrl + C) the GA KIDS COUNT Tour registration page link
3. Scroll down to the table of scheduled events and identify the location, date, time, facility, and registration deadline for the event closest to your county
4. From Site Manager, click CALENDAR
5. Click **Add Content** to schedule calendar events
6. In Calendar Detail page, add the information displayed in Figure 3.1

Additional Information

- The GA KIDS COUNT Tour registration page displays
- You will paste this link in Step 7
- For this exercise we will use Albany, Sept. 25, 9:15 a.m. – 12 p.m., Albany Civic Center, Registration Deadline Sept. 18
- Calendar Search page opens
- Calendar Detail page opens

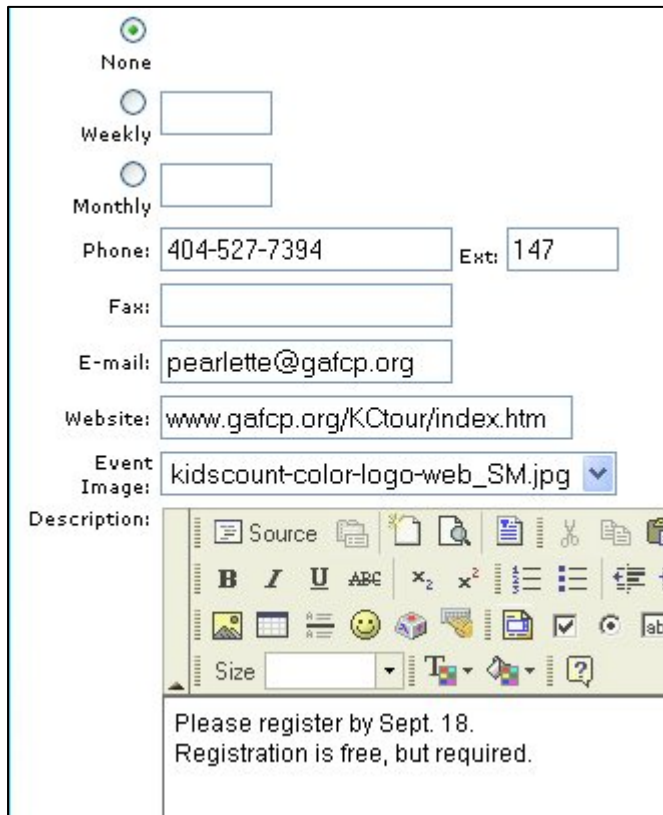
Figure 3.1 Schedule the Event - Part 1

Event Name:	GA KIDS COUNT Tour		
Location:	Albany Civic Center		
Start Day:	September ▾	25 ▾	2006 ▾
End Day:	September ▾	25 ▾	2006 ▾
Start Time:	9:15 ▾	AM ▾	
End Time:	12:00 ▾	PM ▾	
Event type:	General ▾		
Cost:	<input type="text"/>		
Detail Page	Yes ▾		

Schedule the GA KIDS COUNT Tour on Your Calendar, Continued

- | | |
|--|---|
| 7. Complete the second part of the Calendar Detail page (Figure 3.2) | In the Website text box, paste the link from Step 2 |
| 8. At the bottom of the screen, click Add Event | Message displays, “Event was inserted” along with an OK button |
| 9. Click OK to return to Calendar page | Check the public view of your Web site to see your changes |

Figure 3.2 Event Details - Part 2



None

Weekly

Monthly

Phone: Ext:

Fax:

E-mail:

Website:

Event Image:

Description:

Please register by Sept. 18.
Registration is free, but required.

Exercise 4: E-mail the GA KIDS COUNT Tour Invitation

Step by Step

1. From Internet Explorer, navigate to the following page:
<http://www.gafcp.org/KCtour/pdflyers.htm>
2. Click on the Virtual Invitation closest to your county and copy the URL
www.gafcp.org/KCtour/KCTourOnlineAnnouncements/online-invite-albany.jpg
3. Right click the image and select **Save Picture As**
4. In the Save Picture box, select **Save In: Desktop** and then click **Save**
5. From your e-mail program:
Create an e-mail message, address the message, type the subject "Invitation-GA KIDS COUNT Tour, attach the logo image from your desktop, and send the message

Additional Information

- The Georgia KIDS COUNT Tour promotional materials page opens
- The GA KIDS COUNT Tour invitation graphic opens in your browser
- The **Save Picture** box opens
- The image is saved to your desktop
- The invitation image is inserted into the message. Your e-mail recipients will see the invitation graphic when they open the e-mail message as in Figure 4.1.

Figure 4.1 Invitation E-Mail

