

Communication

Best Practices

inviting agents to participate in Kares 4 Kids events



Clear and frequent communication is key to agent and staff participation in Kares 4 Kids events within your office.

- Send a couple of email blasts about the upcoming event. Send first email two weeks before the event, and second email one week before, or the week of the event.
- Announce and share details about event at team meetings
- Post event details on market center closed Facebook page and/or in closed group
- Extend personal invitation, either face to face in the market center or via phone or text
- Post event flyer/details on Culture/Community Board or other appropriate place in market center
- Invite others to participate in deliveries. Print delivery charity contact information and address to make it easy for them to help!