



Guide to Promoting Your Party Kit

1. Before You Start

Take some time to consider who your party kit is aimed at. The majority of these tips are focused on promoting party kits for children's parties so are about connecting with local parents, but there are general ideas as well.

Be clear about how your party kit operates and the benefits it can provide to your target audience. Whether it's the convenience of having everything needed for a party in one box, the appeal of saving money or the benefit of making their celebration a bit more eco-friendly.

2. Flyers, Posters & Stickers

There are templates and generic Network posters available via the Network Members Area:

<https://www.partykitnetwork.org/members>

Use password: Z4r0Wast3P4rty

If designing your own be sure it's clear what the party kit is, the area you cover and how to contact you.

For posters it's worth adding a scannable QR code linking to your website, social media accounts or Party Kit Network listing page. To create a free QR try <https://www.flowcode.com/>

If printing at home, for a zero-waste option try printing on the inside of cereal packets.

If getting flyers or posters printed professionally, look for a local printer who can print onto FSC certified recycled paper which is carbon neutral, or one of the following suppliers:

In the UK - <https://www.b2bprints.co.uk/>, <https://www.alocalprinter.co.uk/> or <https://www.seacourt.net/>

In Australia - <https://www.earthgreetings.com.au/australian-green-printers-directory/>

Add a sticker with a scannable QR code to your party kit box so any guests at a party using your kit can quickly find your details for future bookings.

3. Make Local Connections

There will be lots of relevant organisations and businesses locally so it's worth spending some time to research who they are and connecting. Here's some ideas:

1. Ask the local school parent-teacher organisations, nurseries and playgroups to advertise your kit to parents, perhaps in return for a donation from each successful hire referral or a free hire as a raffle prize for a fundraiser.
2. Ask local community centres, churches, religious centres and soft-plays to display a poster or include details of your party kit in their newsletter.
3. Connect with local party businesses such as party venues, cake makers and party entertainers.
4. Find out who is responsible for waste reduction in your local council. Some have dedicated sections on the council website and social media accounts. They may also be able to help with funding opportunities.
5. Contact local zero-waste businesses and organisations such as bulk stores, lending libraries and repair cafes. Ask them to put up a poster or to share details of your kit via their newsletter or social media accounts.
6. Join relevant local Facebook groups, such as local parents groups and campaign groups (such as climate change, plastic-free, zero waste or sustainable living). Be careful to follow group rules - some restrict promotional posts to certain days or threads. If you are unsure it's best to contact one of the group admins first before posting.
7. Hold a promotional tea party for your neighbours. In return for cake, explain the party kit concept and ask them to help you spread the word.
8. Research local groups which are working on climate action. You may find one of these happening locally to you:

UK

- People Planet Pint <https://small99.co.uk/people-planet-pint-meetup/>
- Climate Coalition <https://www.theclimatecoalition.org/our-members>
- Parents for Future UK <https://parentsforfuture.org.uk/join-our-community/>
- Campaign against Climate Change <https://www.campaigncc.org/local.shtml>
- Plastic Free Communities <https://plasticfree.org.uk/get-involved/find-your-community/>
- Friends for the Earth <https://friendsoftheearth.uk/take-action/join-group-near-you>
- Host a Mothers CAN meet <https://www.mothers-can.org/meet>

Australia

- Parents for Climate <https://www.parentsforclimate.org/localgroups>
- Climate for Change https://www.climateforchange.org.au/climate_movement
- Friends of the Earth <https://www.foe.org.au/members>
- People Planet Pint <https://small99.co.uk/people-planet-pint-meetup/>

Ireland

- Stop Climate Chaos <https://www.stopclimatechaos.ie/takeaction/>
- Friends of the Earth <https://www.friendsoftheearth.ie/get-involved/join/>

4. Stall at Local Events

Getting out into the local community and meeting potential hirers is one of the best ways to promote your party kit. Whether it's a parent and baby event, a summer fete or a zero waste market, having a stall is a great way for people to see what's actually in a party kit and better understand the benefits of the concept.

Read more here:

<https://www.partykitnetwork.org/post/how-to-promote-your-party-kit-at-an-event>

Keep an eye out for relevant events, festivals and farmers markets, or organise your own community event, such as a plastic-free picnic.

5. Offer to Give a Talk

The party kit concept is still fairly new and very topical. Look for community groups who may be interested in a guest speaker and offer to give a talk. This could be local WI groups or a climate action group, or even online via a Facebook Live to a relevant group.

They may be interested in a talk which covers more than just your party kit. There are some blog posts on our website which might help inspire a talk topic:

<https://www.partykitnetwork.org/posts/categories/party-ideas>

6. Social Media

If you haven't yet set up a Facebook Business Page for your party kit or aren't sure how to get the best out of it, please see our guide: <https://www.partykitnetwork.org/facebook-guide>

For ideas on what to post and a calendar of relevant dates, please see our Trello Board:

<https://trello.com/b/WQZ21klb/social-media-calendar>

There is a Dropbox with shareable images here:

https://www.dropbox.com/sh/2vv7mbkoonxnclo/AACn99OB3hUpHb_ICb2Fa_Rba?dl=0

Contact local prominent social media accounts and offer a free hire in return for promotion via their accounts, for example a mummy blogger or kids columnist.

Set up a relevant local Facebook Group, for example a plastic-free or zero waste group (if there isn't one already) or a preloved fancy dress swap group.

7. Ask Your Hirers to Promote

If someone has already hired your kit it's likely they are friends with others who may be interested. Encourage hirers to tell their friends by including leaflets or business cards with the party kit.

After the kit has been returned, always follow up with a quick email or call asking for feedback. Not only will this help you improve the service it also helps to make hirers feel valued. Ask them to leave a review on your Facebook page or to post via their own social media accounts.

Consider creating a Friend Referral Scheme whereby the hirer and a friend get something extra with their next hire, such as free pass-the-parcel bag hire or a discount off the hire price.

8. Local Media

Contact your local radio station and papers to share your story. They will be interested in who you are and the story behind setting up a party kit. There's a suggested pitch template on Erin's blog post here: <https://www.partykitnetwork.org/post/tips-for-sharing-your-party-kit-with-the-local-community>

Offer to write a relevant blog post for local online magazines or blogs, such as family lifestyle websites. Topics could be the story of setting up your kit, or sharing ideas for a plastic-free party. Be sure to ask for a link back to your party kit website or social media accounts.

If publishers are also able to mention the Party Kit Network, that would be great. There is a media page on our website, here: <https://www.partykitnetwork.org/media>

9. Suggested Updates

If you have any suggested updates to this guide please email Isabel - hello@partykitnetwork.org