Patient Appreciation Event: Share a Smile

Any time of year is perfect for a Patient Appreciation or Referral Event, but fall is a great time to host something that gets your patient community involved- with hayrides and fall festivals, Trick-or-Treat parties and Pumpkin Patches, people are excited to get out and enjoy the crisp air.

We have included two flyer options for you to use- a flyer for a party or event, and a flyer for a simple referral campaign that does not include an event if you prefer. We have also included some ideas for events if you need a little inspiration to decide on a theme or activities. You can use one of our ideas below or come up with your own!

- **Ideas for Families**
  - Find a local orchard and host an apple-picking party
  - Host a Hay Ride
  - Pumpkin Picking at a local patch followed by a Carving Party
  - Haunted House
  - Purchase a bulk order of tickets to a local football game and have a section for your patients and their friends/family
  - Movie Theater Private Screening or Movie Under the Stars Party
- **Ideas for Adults or Upscale**
  - Wine Tasting party at a local vineyard
  - Fall Fashion Show
  - Cooking Demonstration at Local Restaurant
  - Private Tour of Local Museum or Art Gallery in which a VIP experience is provided; off-limits works are shown, etc.

Patient Appreciation Event Materials Instructions

The best part about the materials that we have created and provided for you- flyers, invitations, emails, etc. is that they are all editable and your location or particular "theme" will work well with our materials. Simply fill in your location and other pertinent info and print!

1. Use the Event Success Checklist and Timeline to ensure that the planning of the event is executed properly and in a timely manner.

2. Create an Event on Facebook and/or Eventbrite (see how-to documents inside this package)

3. Edit the flyer, postcard and any email templates to reflect the details of your event:
    a. Date
    b. Time
    c. Location
    d. Contests or other Pertinent Information

4. Print copies and distribute to patients- provide them with one extra invitation or flyer to give to a friend or loved one that they would like to bring with them

5. Reach out to Kevin for any questions or additional assistance with making your event a success if needed.

6. Take photos at the event and send in to us to enter our Share Your Success contest!