

NEWARK ROTARY

Family Festival

Promotion Guide for Members

How your sharing powers real community turnout



Newark, NY • March 2026

Facebook doesn't care about our event.

It cares about people interacting with it. That's where you come in.

20 members

invite 50 people each

1,000

warm touches in the community

A share =

shown to all your friends

10–20×

more reach than a post like

Organic reach

beats paid ads when it's

REAL

people sharing real events

Bottom line: 20 members posting beats any paid boosted post — all day long.

LIKE VS. SHARE VS. INVITE — WHAT'S THE DIFFERENCE?



LIKE

Liking a Post

Shows you saw it. That's about it.

Reach: Just you

Helpful, but low impact. Facebook barely notices.



SHARE

Sharing the Event

Puts the event on YOUR timeline for all your friends to see.

Reach: All your friends

This is where the magic happens. Write a quick personal note when you share.



INVITE

Inviting People Directly

Facebook sends a personal notification to each person you choose.

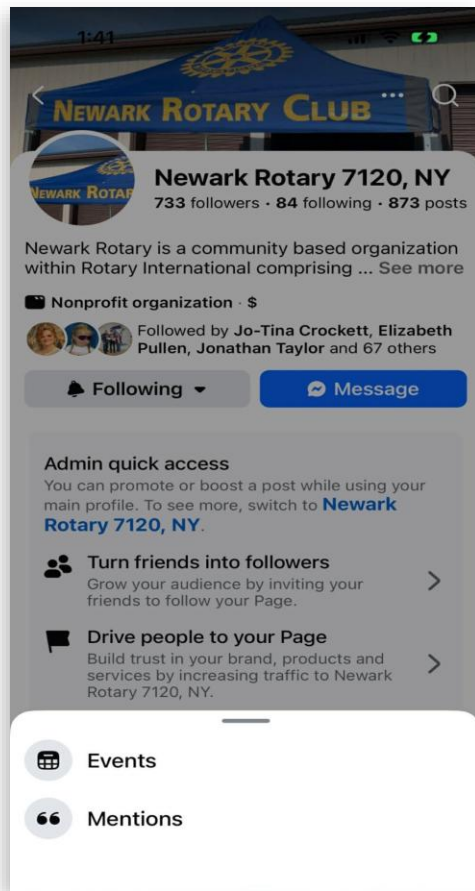
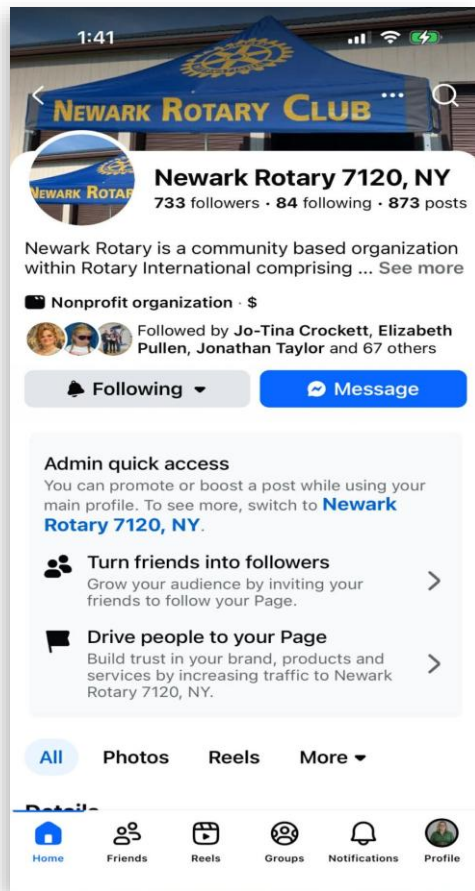
Reach: Targeted & Personal

Best of all. People actually see it. Takes 2 minutes.



Goal: Every member SHARES + INVITES at least 20 people before the event.

FIRST — HOW TO FIND THE EVENT ON THE ROTARY PAGE



1 Go to the Newark Rotary 7120, NY page

Search 'Newark Rotary 7120' on Facebook or find it in your Pages. Look for the blue tent cover photo.

2 Tap 'More' in the tab row

Below the follow/message buttons you will see tabs: All, Photos, Reels, More. Tap the More button with the arrow.

3 Tap 'Events' from the menu

A menu slides up from the bottom of your screen. Tap Events — it is the first option.

4 Find the Family Fest and tap it

The 2026 Newark Rotary Family Fest will be listed. Tap it to open the event page — then you are ready to invite and share.

Once you are on the event page — tap ... to Invite and Share

STEP 1 — FIND THE BUTTONS (IT'S THE THREE DOTS)



On the Event page, tap the three dots (...)

A menu slides up from the bottom of your screen. You will see three options you need:

Invite people

Sends a direct Facebook notification to friends you pick — the most powerful option

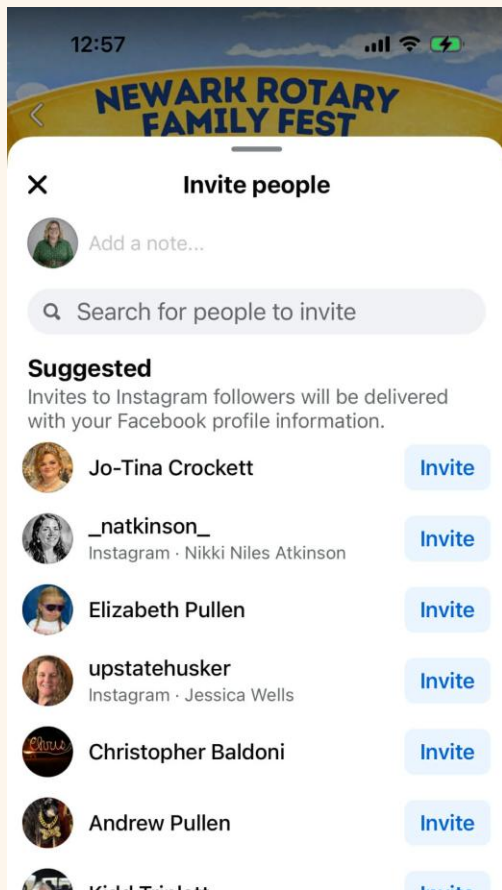
Share

Posts the event to your own timeline so all your friends see it in their feed

Copy event link

Paste it in a text message to anyone who isn't on Facebook

STEP 2 — HOW TO INVITE PEOPLE (TAKES 2 MINUTES)



Here is exactly what you are looking at:

1

The search bar at the top

Type any name to find a specific friend fast — or just scroll through the list below.

2

Suggested contacts appear automatically

Facebook shows your most-connected friends first. These are your best starting point.

3

Tap the blue Invite button next to each name

It turns grey when sent. You can invite as many people as you want — no limit.

4

You can also add a personal note at the top

The "Add a note..." field lets you write a quick message along with the invite. Use it.

STEP 3 — HOW TO SHARE + WHAT TO ACTUALLY SAY



HOW TO INVITE, SHARE, COPY A LINK TO THE EVENT

Tap ... Then Invite > Share to News Feed > write a short personal note > tap Post. *The note is the key — people respond to real people, not blank reposts.*

Tap ... Then Invite People > search or scroll your friends list > tap invite next to each name. *Facebook sends each one a personal notification straight from you..*

One personal recommendation from a neighbor is worth more than a thousand ads from a stranger.

Ready-to-copy captions (add your own name/connection):

Casual

"Hey Newark friends — looks like a really fun day. Bring the whole family!"

Community

"Proud to be part of the group putting this on. Come out and say hi!"

Simple

"Free family fun in Newark this August. Hope to see you there!"



The Invite Challenge

Who can get the most people to click 'Going' or 'Interested'?

THE RULES (SIMPLE)

- ✓ Invite people to the Facebook Event – the page admin can see who was invited = 1 point
- ✓ When they click 'Going' or 'Interested' = 2 point
- ✓ Share the event publicly to your timeline – the page admin can see public shares = 1 point
- ✓ Contest runs through event day

PRIZES (COMMUNITY STYLE)

- 🏆 1st Place: Rotary mug + free lunch + ***bragging rights forever***
- 🏆 2nd Place: Local gift card (coffee, dining)
- 🏆 3rd Place: Rotary swag bag
- 🎉 Everyone who invites 10+ people: recognized at the event

SAMPLE POSTS — COPY, CUSTOMIZE, AND SHARE

Use these as-is or make them your own. The more personal, the better.

APRIL

Plant the seed

Mark your calendars, Newark! The Newark Rotary Family Festival is coming this August. Free, family-friendly, and right here in town. More details soon — stay tuned!

MAY

Build awareness

Summer is closer than you think! The Newark Rotary Family Festival is happening in August and we would love to see you there. Free admission, fun for the whole family. Hit Interested so you don't miss updates!

JUNE

Create excitement

Two months away and we are SO excited. The Newark Rotary Family Festival is shaping up to be a great day for the whole community. Invite a neighbor, share with a friend — let's fill this thing up!

[#NewarkNY](#) [#NewarkRotary](#) [#NewarkFamilyFestival](#) [#WayneCountyNY](#)

SAMPLE POSTS — FINAL PUSH + QUICK TIPS

JULY

Urgency push

It's almost here! The Newark Rotary Family Festival is next month — free, fun, and happening right here in Newark. Have you invited your people yet? Takes 30 seconds.

1 WEEK OUT

Final push

ONE WEEK. The Newark Rotary Family Festival is almost here and we want to see everyone out. Share this with one person today who needs a good summer day out. See you there!

[#NewarkNY](#) [#NewarkRotary](#) [#NewarkFamilyFestival](#) [#WayneCountyNY](#)

QUICK TIPS FOR EVERY POST

TIP 1

Be personal: add your own note when sharing

TIP 2

Post multiple times, not just once

TIP 3

Use your phone - the Invite button is easy there

TIP 4

Text people directly to follow up too

Here's your action list.

Do this TODAY:

- ✓ Find the Newark Rotary Family Festival on Facebook
- ✓ Click 'Going' — right now, before you leave this room
- ✓ Hit 'Invite' — pick at least 10 people from your list
- ✓ Share it to your timeline with a personal note
- ✓ Text one friend who doesn't have Facebook

Newark shows up for Newark. Let's prove it. 🌈