



## Button Up Promotion Handbook - Hudson, Nov 12, 2025

This document is designed to help in the marketing effort for groups hosting a NHSaves ButtonUp workshop. Below is a checklist of assets and distribution ideas for marketing materials.

### Timing

Proper timing for distribution of marketing materials is important. We suggest distribution of main materials take place 40-45 days before your event. Then weekly reminders for the three weeks leading up to the date. An additional reminder 2-3 days before the event is important.

Distribute press releases and submit to calendars as soon as the event details have been formalized.

### Graphic and PR Materials:

Materials for your event promotion can be found here:

[https://www.dropbox.com/scl/fo/r4a7gj5jjqwt71k8euqyo/AHjFcfpQ7rLV7B2uU\\_FZSgA?rlkey=tran8dfzf6kb9xnz8z19nye5b&st=1vqwtjwk&dl=0](https://www.dropbox.com/scl/fo/r4a7gj5jjqwt71k8euqyo/AHjFcfpQ7rLV7B2uU_FZSgA?rlkey=tran8dfzf6kb9xnz8z19nye5b&st=1vqwtjwk&dl=0)

Here you will find:

- BU\_Photo\_1.jpg (To send with press release)
- BU\_sign-up.pdf
- Facebook\_Hudson.jpg
- Instagram\_Hudson.jpg
- Hudson PR (Microsoft Word)
- Hudson-ButtonUP-4up-Flyer.pdf
- Hudson-ButtonUP-Flyer.pdf
- Hudson-ButtonUP-Flyer.png

## Facebook

If you have access to a Facebook page for your organization we encourage you to post the materials we have provided below. If you don't, PAREI will be posting to our Facebook page. <https://www.facebook.com/PlymouthEnergyInitiative/> Whether you post on your page as original content, or you use PAREI's post we encourage you to discover others with a Facebook presence to share the event.

Image: Graphic can be found in media folder. Link on first page.

### Post Text:

**Please join us for a NHSaves ButtonUP Workshop Wednesday, Nov. 12, 7:00pm at Rodgers Memorial Library, 194 Derry Rd., Hudson, NH.**

**More information at: [plymouthenergy.org/button-up](http://plymouthenergy.org/button-up)**

---

## Instagram

Same as Facebook, if you have access to an account please use the material below. Or promote the sharing of PAREI's post.

Image: Graphic can be found in media folder. Link on first page.

### Post Text:

**Please join us for a NHSaves ButtonUP Workshop Wednesday, Nov. 12, 7:00pm at Rodgers Memorial Library, 194 Derry Rd., Hudson, NH.**

---

## Newsletter

If you are able to add your event to community newsletters, sent to specific groups, we encourage the submission of event information. Possible newsletters examples: Schools, environmental groups, local energy committees, churches, community centers.

Text and image same as Facebook

---

## Press releases

Find in the graphics folder a press release for your event (word). We encourage sending the release to your local newspapers. If you don't have contacts or access to your local paper please let us know and we will send the release.

There is a photo in the folder to send with the release.

## Flyers

We have prepared a flyer (and the flyer 4-up) and placed with the graphics. Please distribute this flyer in your community in high visibility places.

---

## Web page

PAREI has posted your event to our website. Please direct people here if the need additional information on your event.

[plymouthenergy.org/button-up](http://plymouthenergy.org/button-up)

---

## Check List:

- ☐ **Create a Facebook post or share PAREIs post**
- ☐ **Create a Instagram post or share PAREIs post**
- ☐ **Find and share info with local newsletters**
- ☐ **Send Newsletter or coordinate with PAREI to send**
- ☐ **Print and distribute flyer**
- ☐ **Direct people to [plymouthenergy.org/button-up](http://plymouthenergy.org/button-up)**
- ☐ **Scan (or photo) sign-up sheet and send to [robbin@plymouthenergy.org](mailto:robbin@plymouthenergy.org)**