



Apple Harvest Day at Home

#AppleHarvestDayAtHome

Festival Underwriter



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Campaign Goal

The goal of this campaign toolkit is to help all Apple Harvest Day vendors and volunteers communicate to your networks the change to a virtual platform for Apple Harvest Day this year. In addition to spreading the word about the online format, this toolkit will provide promotional materials to use before and during the month of October.

How Can You Participate?

As a vendor and/or volunteer of Apple Harvest Day, you play a crucial role in getting the word out about **Apple Harvest Day at Home**. Use this packet we for promotional materials such as flyers, hashtags, and logos.

Suggested Hashtags

#AppleHarvestDayAtHome

#AppleHarvestDay2020

#ShopLocal

#SupportSmallBusinesses

Other Ways to Get Involved

Follow (click images below) and tag us on social media. Re-share content directly from our social media accounts.



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Campaign Toolkit

Toolkit Items (Click the links below to download your items)

- [Press Release Template](#) - announcing your participation & support
- [Email Template](#) - to share with your mailing lists
- [Email Signature](#) - place within your email signature
- **Social Media Toolkit** - logo, and [suggested posts](#) for your social media platforms
- **Flyer** - Use the [PDF version](#) to print and post at your business, or the [JPG version](#) for your website or emails

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