

Content Guidelines for TRAIL’s Website Calendar

The calendar page on the TRAIL website (<https://trailofjohnsoncounty.org/calendar>) is intended first and foremost to promote TRAIL-sponsored educational and social events for our members. The calendar also is used to inform members and the public about TRAIL office closings and about TRAIL-sponsored events to which non-members are invited.

Event type	Audience/Purpose	Hosted/Organized by	Posted by	Notes
TRAIL member event	Member benefit; keep members informed & engaged in the TRAIL community	TRAIL Social/Educational Programs Committee	Volunteer John Kane; Susan Shullaw as back-up	Should be posted to the calendar before listing any other events on the same day; can include events co-sponsored with Senior Center
TRAIL community event	The broader TRAIL community, i.e., members, volunteers, and donors; AND/OR to engage and educate the public about TRAIL and healthy aging	TRAIL Board with support of TRAIL committees and staff Board	Susan Shullaw; John Kane as back-up	Examples: TRAIL anniversary celebration; public educational seminars, lectures or presentations about aging-related issues
Non-TRAIL event	General public; by offering a curated list of events, these calendar listings provide an additional benefit to members and help position TRAIL and its calendar as a public service; also publicize office closings; keep the calendar fresh & relevant to attract repeat visitors	Local or national groups whose content is of interest to older adults in general and TRAIL members in particular; e.g., Iowa City/Johnson County Senior Center, Johnson County Livable Community, AARP, Iowa City and Coralville public libraries, State Historical Society of Iowa, the University of Iowa, Prairie Lights, area museums, etc.	Susan Shullaw	Avoid partisan political events, such as candidate fundraisers (TRAIL is nonpartisan); list only free events or those charging a nominal fee; avoid events that may not be accessible for people with mobility issues

Those who add events to the TRAIL calendar should bear in mind that the purpose of posting these events – especially those arranged and hosted by TRAIL for its members – is not merely to inform but

to *attract attendees*. The event title and its formatted description in ClubExpress – in the words of an old advertising maxim – should “*sell, don’t tell.*” Make the event description sound appealing; something our members won’t want to miss. Add a photo, and if details are lacking, do some research about the featured speaker, topic, or venue.

The TRAIL Marketing & Communications Committee stands ready to help draft or revise calendar descriptions if needed; contact Denice Connell (dconnell6215@icloud.com) for assistance. Email addresses for current volunteer calendar posters: j-kane@uiowa.edu and susan@trailofjohnsoncounty.org.

If two or more TRAIL or non-TRAIL events are taking place on the same day, make sure they are scheduled at different times. Aim for listing at least two events per week, whether they are TRAIL- or non-TRAIL-sponsored, so the calendar remains relatively full and of ongoing interest to website visitors. Also note that Jessica Hahn (membersupport@trailofjohnsoncounty.org) composes her weekly event reminder email on Thursday for Friday morning distribution to all TRAIL members. When posting events for the coming week, try to add to the calendar before noon on the preceding Thursday, so Jessica can include in the email about upcoming events.