



How to actually fill your fall program



A passport, hunt or trail only works if people know it exists before it starts. This is the eight-week runway, in order, with the exact things to send and when. **The single biggest mistake is opening registration on day one instead of a month early.**

Start here: 8 weeks out

Running late? Compress it. Even two weeks of promotion beats a launch nobody heard about. Just never skip the business recruiting step.



Decide and build

8 WEEKS

- ☐ **Pick one program.** Passport, scavenger hunt, trail or vote. Not three.
- ☐ **Lock the dates.** Exact start and end, including the hour it closes.
- ☐ **Write the completion rule.** "Visit 10 of 15 stops" beats "visit some stops."
- ☐ **Name the prize before you build.** It goes in every piece of copy after this.
- ☐ **Choose the check-in method.** QR code, GPS, or photo proof.
- ☐ **Build it in Proxi** and share a preview link with two people who will be honest.
- ☐ **Confirm the prize sponsor** and collect their logo file now, not later.



Recruit the businesses

6 WEEKS

- ☐ **Email every business** with the ask, the dates, and what you need from them.
- ☐ **Send a signup link** instead of asking them to reply. Replies get lost.
- ☐ **Set a join deadline** two weeks before launch and say it out loud.
- ☐ **Confirm hours** for each stop during the actual event window.
- ☐ **Walk the district** and ask the five holdouts in person. It works.
- ☐ **Order signage.** Window clings, table tents, a yard sign per stop, all with QR codes.
- ☐ **Give each business a share kit:** the link, two captions, one image.



Open registration and promote

4 WEEKS

- ☐ **Open registration now, not at launch.** Every signup is a contact you can message before day one.
- ☐ **Publish the registration page** and put the link in your bio, footer and email signature.
- ☐ **Email your existing list first.** They convert best and they share.
- ☐ **Post it to your own event calendar** so it shows up in local search.
- ☐ **Submit to regional tourism** and county visitor calendars.
- ☐ **Send the press release** to the paper, the radio morning show, and the local news blog.
- ☐ **Post in community Facebook groups** yourself, and ask a board member to post too.
- ☐ **One social post per business.** Tag them so it lands in their followers' feeds.
- ☐ **Ask businesses to share** the registration link with their own lists.
- ☐ **Text your SMS list once.** Short, with the link and the prize.



Launch week

7 DAYS OUT

- ☐ **Email: "It starts Friday."** How to play, what you win, one button.
- ☐ **SMS on day one.** Morning of, with the link. One text, not three.
- ☐ **Check every sign in person.** A QR code taped behind a plant helps nobody.
- ☐ **Staff the busiest stop** on opening day and help the first ten people register.
- ☐ **Post a real photo** from day one within a few hours, not a graphic.
- ☐ **Send businesses a heads up** the morning it opens so they are not surprised.

The one rule. Registration opens four weeks before the event, because a registrant you can email is worth ten people who saw a poster.

Flip it over



During, after, and the channel plan

⚡ While it's running

DAILY

- ☐ **Check your numbers every morning.** Registrations, check-ins, and which stops are dead.
- ☐ **Call the dead stops.** Usually the sign fell down or staff do not know about it.
- ☐ **Repost participant photos daily.** Free content, and it recruits more players.
- ☐ **Send a halfway email.** How many people are playing, how many days are left.
- ☐ **Add a mid-event bonus** if momentum dips. A surprise extra stop or a bonus entry.
- ☐ **Text once at the halfway point,** not every week.
- ☐ **Send a final 48-hour email.** This one always outperforms the launch email.

🎉 After it ends

WEEK AFTER

- ☐ **Announce winners publicly** with photos, within three days while people still care.
- ☐ **Email every registrant** to thank them and tease what is next.
- ☐ **Send each business their own numbers.** Check-ins at their stop, specifically.
- ☐ **Send sponsors an impact recap** with real figures. This is how you renew them.
- ☐ **Take your board the results** before they ask for them.
- ☐ **Tag and keep the list.** It is the actual asset you built this fall.
- ☐ **Write down what broke** while you remember, for next year's version.

📡 What each channel is for

REFERENCE

✉ Email

Announcement, halfway update, final 48 hours, winners. Four sends total. Your highest converting channel by a wide margin.

💬 SMS

Day one and halfway only. Short, one link. People forgive one text and unsubscribe from four.

📱 Social

One post per participating business before launch, then daily participant photos while it runs.

📋 Signage

QR at every stop, plus a poster at the visitor center, library and coffee shop. This catches walk-up traffic.

📰 Press

One release at registration open, one photo pitch mid-event. Local radio is undervalued.

🏢 Partners

Your businesses have lists too. Give them copy so sharing takes them thirty seconds.

🔥 If you only have two weeks

Open registration today. Email your list twice, text once, post one business per day, and get signage into every stop by opening weekend. Skip the press release and the tourism calendar submissions. A shorter runway is survivable. No registration list is not.

Every step above is easier when it all lives in one place.

Registration, check-ins, the business list, the emails, the texts and the numbers you report afterward are the same campaign. Proxi runs them together, so the halfway email goes to the people who registered, the dead-stop alert comes from real check-in data, and the recap writes itself.

📺 Watch it happen live

Check-ins and registrations land while the program is still running, so you can fix a dead stop on day three instead of finding out in November.

👥 The list builds itself

Every registration is an opted-in contact you can email or text from the platform, this season and the next three.

🚪 Get people through doors

Prize tiers and check-ins send people through doors they would have walked past. Each business gets a portal page and a permanent QR code.