

Neighborhood How-to Have A Successful Event

If you are the organization's host, we know you want to have a successful event for both your community residents, and the visiting food trucks! However it is not as easy as you may think. There is more to just hosting food trucks in your community or workplace than just parking a truck in a lot or driveway.

FTTY has taken its experience and compiled this helpful how-to document.

Please read it thoroughly and implement as many of the suggestions as you can. We have received a lot of feedback from our trucks and organizers as to what works and what doesn't!

FTTY provides you with graphic files of both menus and photos to use in all advertisements.

What you should do:

1. **Signage!** This is one of two most important steps to having a successful food truck season. Communities who put A-frame or yard signs at the entrance/exit of their neighborhoods have much more success. Not everyone follows social media or checks FB events.
 - a. Chalkboards can be used to change it up.
 - b. Letter a-frame boards announcing the dates, time, and name of the truck.
 - c. Yard signs are very effective and can be placed in multiple yards.
2. **Facebook Events:** This is the second most important step! For those who follow your community's social pages will get notifications. This is also helpful for the trucks to prepare enough food.
 - a. **Tagging** the truck and FTTY you is essential! The more people who share the information out the more people who will come!
 - b. **Regular messaging** on your social media platforms announcing the trucks the day.
3. **Posters:** Some apartment complexes and condo communities post fliers in their club house and in other public locations. Some even take it a step further and distribute it to all their residents.
 - a. This can be done in one fell swoop! Create one poster with all the dates and list of trucks;
 - b. Or create a general flier announcing that trucks will be in your community. You can share the link to the FB event and/or listing on your website.
4. **Eblasts:** Send out regular eblasts listing the truck, their cuisines, social links, dates, and times the trucks will be there. Use the graphic files FTTY provided you.
5. **Website:** Have a page dedicated to just your food truck schedule or at least have a prominent listing on your community's home page.
6. **Provide FTTY with your graphic file for posters, link to FB events, and any other promotional material** so we in turn can share that on our website and social platforms. We will also share it with the trucks so they can promote.

Promoting your event is key to success! Your community residents will be happy and so will the trucks. We are here to help! Let us know if you have any other ideas to make your food truck experience the best it can be!

Please remember FTTY does not charge any fees for their booking services to the communities. Our organization does all the footwork and scheduling. **Your only job is to promote the trucks.**

Please visit us at www.foodtrucks2you.com

Follow, LIKE, and subscribe to all our social media platforms!

FB <https://www.facebook.com/FoodTrucksToYou>

IG <https://www.instagram.com/foodtrucktoyou/>

Twitter <https://twitter.com/TrucksYou>

Pinterest <https://www.pinterest.com/foodtruckstoyou/saved/>

I am attaching our Community Partners Application for your reference if you have not already filled out the form.

https://docs.google.com/forms/d/e/1FAIpQLSc08gHk6GW_LeoLSvO59mosZTqv_1IYmXmKZXbImNSZfwDXfw/viewform?usp=pp_url

Sincerely,

The Food Truck To You team and from all of our trucks!