

As summer kicks into high gear, what better way to enjoy a nice day than to offer a community-wide shredding party? It's a chance for you to informally touch base with clients, while offering a community event that helps the environment.



Getting Started

1. Reach out to clients who might want to participate, such as a local deli to provide “shredded” sandwiches; the food bank to collect donations; a professional shredding company to provide the services; and an entertainment company to offer kid-friendly activities.
2. Develop a marketing plan to promote the event, including email, social media posts, online ads and boosted posts, and announcements at local shops. Also, remember to set a rain date.
3. Enlist students or college grads to volunteer at the event to answer logistical questions; to distribute materials about your firm, document retention, and recycling information; and to offer insight into all the goings on at the event.
4. Organize and educate the team by hosting bi-weekly preparation meetings, event procedures, and post-event debrief.
5. Ask a photographer to take photos (be sure to have photo release forms available for participants and post onsite messages that the event is being photographed / videotaped).
6. Speak with your local fire and ambulance corp. to find out what else you might need from a risk-management perspective, for example, bandages for any paper cuts.
7. Have fun!

Bonus Tip: Think outside the box for marketing materials, e.g., consider images that have

Host A Summer Shredding Party and Increase Client Engagement

shredding in them; buy t-shirts that have shredded edges; create digital environmental sayings that people can snap and share on social media; and have a “shredding booth” so people can take photos with shredded signs, a shovel, and safety goggles.

Now that you’re armed with the steps, let’s get the shredding party started.

Get more great marketing tips by [joining our email list](#). We’ll send you a once-per-month email with marketing tips you can use.

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