

Community Calendar Guidelines

Thank you for helping us share meaningful local events and resources with families in our community! Please follow these guidelines when submitting messages for the Lantern Community Calendar—these best practices help keep messages engaging and relevant.

Best Practices for Crafting Your Message

Make it Descriptive & Fun

- Keep it short: 135 characters including spaces
- Be engaging: Include a fun and inviting line! Example: “Bubbles, friends, songs and more!”
- Be clear: Include the what, where, and when of your event
- Be specific: Clearly state your organization’s name
- Cost matters: Mention if the event is free or low-cost
- Provide a link: Include a URL where families can find more info

Keep It Local & Relevant

- Events should be nearby and accessible to caregivers
- Target specific ZIP codes instead of an entire county when possible
- Tailor age filters to match the event or resource
- Remember: Lantern age-based content shares parenting tips—your messages should promote local services and events

Use a Strong Call to Action: Tell subscribers exactly what to do!

- Strong example: “Trouble with a moody threenager at home? Sign up for [Organization]’s free, weekly class on positive parenting. Tuesdays @ 2-3pm:”
- Weak example: “[Organization] is offering a weekly class on positive parenting:”

Scheduling Guidelines

- Submit messages at least 5 days in advance
- For urgent messages, contact Asta at abonheyo@uwbfc.org to see if an exception can be made

For weekly recurring events:

- Submit only once per month
- Use new language each time to keep it fresh

For major events:

- Promote 10 days in advance
- Send a reminder 2-3 days before
- Make sure each message is different

What Messages Are Not Accepted?

To ensure we provide equitable and inclusive info for all families, Lantern does not accept:

- Events or resources with high price points (over \$25 per family)
- Fundraisers or product promotions
- Religious content
- Political messages or advocacy events
- Surveys or data collection requests
- Messages that duplicate our age-based content without linking to a local service or event

Reminder

Lantern reserves the right to reject messages that don't follow these guidelines. If your message is declined, you'll receive an email with feedback and can resubmit after making the necessary edits.