

# PUBLICIZING YOUR EVENT

Publicity helps you attract new volunteers and raises your profile as a group. There are a number of approaches you can take to publicize your group and events in the park.

## 1. FLYERS

After word-of-mouth, one of the most effective ways to publicize an event is to post flyers all over your neighborhood. You don't need to be an artist or a desktop publishing expert to make great flyers—see enclosed samples.

### What to do:

- ✓ Make flyers on a computer or by hand
- ✓ Remember to include a date, time, and specific location
- ✓ Provide a contact number so that people can call to get more information or volunteer to help out
- ✓ Make copies—try to use connections to get free copies from a school or church, your City Councilmember, or your office
- ✓ How many copies you make depends on how many people you want at the event—50 is plenty for a small story-reading event in a playground, while you might need 500 for a large festival.
- ✓ Consider making larger (8.5x11 or larger) flyers for posting, smaller ones (5.5x8.5) to display in stacks.

### Good places to distribute flyers:

- ▶ **Post flyers:**
  - ✓ in the park, especially at the entrances and other high-use spots
  - ✓ in the windows of local stores, especially those near the park (ask for permission)
  - ✓ on community bulletin boards in supermarkets, churches and synagogues, building lobbies, gyms, the YMCA, and recreation centers
  - ✓ in elementary schools, high schools, and colleges
  - ✓ at bus stops, theaters, and other high-traffic spots
- ▶ **Ask to display a stack of flyers:**
  - ✓ inside local stores & restaurants
  - ✓ in the display areas of libraries, churches, and recreation centers
  - ✓ at Community Board and Councilmember district offices

## 2. MEDIA COVERAGE

Local media—newspapers, local access cable, radio, etc.—can help your group in two ways:

1. **Free advertising** By including your event in their calendar sections prior to the event, they can help you reach a wider audience.
2. **Good publicity:** By writing longer articles about the event after the fact, they can help enhance the image of your group.

**Be sure to clip and save any press coverage.** The articles make great back-up for requests for funds or other support.

**For information about writing press releases & getting coverage, see “Getting Noticed,” enclosed.**

## **SPREADING THE WORD: GETTING HELP FROM THE COMMUNITY**

There's often no need to reinvent the wheel in publicizing your projects in the park. Other, well-established groups in your community probably have effective ways of communicating with your neighbors. Since they share with you the goal of improving the quality of life in your neighborhood, they will often be happy to help you publicize events.

### **YOUR COMMUNITY BOARD**

Though different boards work in different ways, many will:

- ✓ List your event in monthly calendars that they mail out. To be listed, call your District Manager at least a month in advance.
- ✓ Let you announce your event at meetings of the Board and its committees. Show up at least 15 minutes ahead of time and put your name on a speakers list. Always bring something (flyers, newsletters) to hand out. To get a meeting schedule, call your District Manager.
- ✓ Post flyers on the Board's bulletin board.
- ✓ Share a list of other community-based groups working in the neighborhood.

### **CIVIC AND RELIGIOUS GROUPS**

Ask the presidents of these groups for help publicizing your event. Particularly if you offer to do the same for them, they may be willing to let you:

- ✓ Make an announcement at the beginning of one of the group's meetings.
- ✓ Hand out flyers at a meeting or send them to the group's mailing list.
- ✓ Post flyers on the group's bulletin board.
- ✓ List your event in the group's newsletter.

### **LOCAL SCHOOLS**

Schools can be a great resource for event publicity—after all, when children come to an event, their parents usually come with them! Ask the principals and administrators of elementary schools, high schools, and colleges for help publicizing your event to students. They may:

- ✓ Put you in touch with interested teachers or the PTA.
- ✓ Help you distribute flyers to students and parents.
- ✓ Let you post flyers on the school's bulletin board.
- ✓ Put you in touch with student groups that may be interested in helping you, such as the student government or an environmental club. (Approach these student groups as you would other civic groups, by asking to make an announcement at one of their meetings.)

### **ELECTED OFFICIALS**

Speak with your Councilmember's chief of staff or community liaison for help with publicity. Elected officials and their staff can help you publicize an event by:

- ✓ Including your flyers in one of their regular mailings.
- ✓ Announcing your event at the many community meetings they attend.