

How to Promote, Get Support, and Market Your Programs

If a program falls in the woods and nobody hears it, did it really fall? Did it ever happen? Did it have any impact?

Joe Drone or Jane Fame?

- Who do YOU want to be?

JOE DRONE



- Project done
- Reports filed
- Objectives met
- No one knows
- No one cares
- Ho-Hum

JANE FAME



- Project successful
- Everyone knows on campus
- Oh, wow!

Students excited



Congrats! Well done.



Let's do more!



Why Marketing?

- Your program exists within a community; you're not alone
- Show success in a way stats cannot
- Magnifies impact
- Helps recruitment
- Builds support

Not an afterthought

- Marketing planned from inception
- It can also be integrated throughout existing projects
- A perspective, a headset
- Requires constant attention

Media 101: how it works

- Personalizing. Targeting.
- Rewarding.
- Emotional
- Immediate
- Get personal. Put on human face.

Different audiences

- Students
- Teachers
- Staff/Administration
- Parents
- Policymakers/Funders
- Other adults

Youth Involvement

- Attracts attention
- More effective with teens
- Magnetizes support
- Newsworthy on and off campus
- Bridges to parents/community

Media 102: how it works

- Stay visible
- Different kinds of media
- Different kinds of activities

Kinds of media

- Campus letters
- Principal's bulletin
- Intercom announcements
- Posters/wallet cards
- Text or phone trees
- Social network postings
- Tees/hats/buttons
- Student newspaper stories
- Letters to editors/community
- Community calendar announcements
- Summary videos
- Toolkits



New Media: Telling the Story in a Different Way

Using the new media?

- Websites
- Blogs
- Cell phone: Texting
- Social networking:
Facebook and Twitter
- Videosharing: YouTube

Examples of Social Media

- Blogging

- ◆ Isis: innovative strategies and high-tech solutions for sexual health education and STD/HIV prevention

- ★ <http://phalligator.blogspot.com/>

Examples of Social Media

- Facebook

- ◆ Soda Free Summer

- ★ <http://www.facebook.com/pages/Soda-Free-Summer/76399942622?ref=s>

Examples of Social Media

- Websites

- ◆ My Prevention Community

- ★ <http://www.mypreventioncommunity.org>

Examples of Social Media

- Twitter
 - ◆ New York City Schools
 - ★ <http://twitter.com/nycschools/>

Examples of Social Media

- Texting

- ◆ National Prevention Information Network

- ★ <http://www.cdcnpin.org/scripts/features/NHPCWidget.asp>

Various Activities

- Surveys
- Magnet events
- News conference
- Assemblies
- Lunch/after school events
- Class presentations
- School-wide contests
- Showcases/workshops
- Department meetings
- PTSA meetings