

Take-Off and Grow Program

Event Planning/Promotion Strategies:

General Public

While we tend to think of the **General Public** as that of a population in a given area, in reality the *General Public* is composed of many identifiable groups. The groups may look like those in the following table:

Business Community	Community at Large	Community Groups	Non-Profit Community
Agriculture Athletic and Recreational Construction Entertainment and Tourism Financial Food Services Health Care Industrial and Manufacturing Legal Services Media Publishing Retail Service Transportation Utilities Wholesale	Churches General Public Minorities Neighborhood Seniors Singles Youth	Business Clubs Historical Associations Interfaith Associations Minority Associations Social Clubs Sports Clubs	Arts Environmental Health Care Philanthropic Social Services
	Educational Community	Governmental Community	Civic Community
	Preschool K-12 Public K-12 Private Trade/Technical Community College College University	City County State Federal Military Judicial Law Enforcement	Garden Junior League Kiwanis Lions Rotary Shriners Woman

1. In seeking the involvement of these groups in your event the challenge is identifying the leader within that group and securing their involvement. The task is to contact that leader and ask him/her to not only come to your event but to assign someone from his/her group to your initial event planning meeting. See example 1.

Examples include:

Social service agencies- (Workforce, United Way and non United Way) ask agencies to assign someone to your initial event planning meeting.

Kiwanis Club-ask them to assign someone to your initial event planning meeting.

2. Create a diverse mailing list and send an invitation to identified and emerging leaders in the county announcing your initial event planning meeting. See example 2.

The mailing list should consist of the following:

- All elected officials within the municipalities and county
- Minority clubs and services
- Board members of local charities
- Ministries at all churches
- Chamber of Commerce membership
- Educational community (k-12 – university)
 - School superintendents' and board members
 - School principals, coaches, and teachers
 - School PTO leadership
- Civic group leadership and membership
- Workforce board of directors
- Senior adult clubs and services
- Alumni from Chamber of Commerce Leadership Program
- Registered voters from county election office

3. Identify organizations that have newsletters (schools, k-12 parent newsletter & college student-based newspaper, church based newsletters, etc.) to their students/parents/members/clients. Send the editor of the newsletter information regarding your event and encourage participation at your event planning meetings.
4. Create a speakers bureau. These speakers should be trained and asked to speak to various organizations through out your area. Usually a PowerPoint presentation is an effective method to keeping the message on target and on time. The presentation should include "event promotion", participation encouragement, event partnerships, and implementing the event plan.
5. Ask all elected officials within the municipalities and surrounding area to attend or assign someone to attend your initial event planning meeting.
6. In advance of your first event planning meeting, ask all municipalities and county boards to pass a resolution endorsing the event.
7. Identify governmental agencies in the county and ask the agencies to secure someone to attend your initial event planning meeting. Agencies such as juvenile justice, court system, county extension, welfare, public housing, senior adult services, youth services, health care, environmental, law enforcement, and workforce.

8. Secure live radio (all types) and TV appearances. Ask a diverse group of youth and key leaders in the county to speak/appear live on radio and TV encouraging citizens to attend your initial event planning meeting.
9. Design a flier that provides details of the event and encourages participation. Mail enough fliers so the organization can distribute to their employees and clients. Examples of organizations include churches, civic clubs, businesses, schools, and governmental agencies through out the county. See example 3.
10. Ask Chamber of Commerce(s) present leadership class or alumni to assist in the event planning process, especially supporting the informational/marketing campaign to encourage participation at your event.
11. Ask county/city halls & parks, businesses, schools, and college's to place an announcement of your event on their marquee/changeable sign.
12. Ask a local TV station to create TV PSA's that can be shown on all TV stations.
13. Create a variety of radio PSA's that all radio stations can "air" announcing the upcoming visioning town hall meetings.
14. Ask business CEO's to send an email informing his/her employees about your event and encouraging participation.
15. Ask school districts to provide names and contact information of all its PTO leadership and ask them to bring assign someone to attend the initial event planning meeting.
16. Secure guest writers to write articles in the county newspapers. This could be guest editorial writers. See example 4.
17. Encourage event committee members and key community leaders to write "a letter to the editor" into the local newspapers.
18. Contact the Sheriff and all city police chiefs in the county. Ask him/her to attend the initial event planning meeting. Additionally, ask him/her to assign an officer or parent of juvenile offender to attend the event planning meetings.
19. Contact local businesses and utility company's and gain their support in informing their employees/customers regarding the event. Design a flier that could go inside employee payroll or utility bill envelope.
20. Ask the local sign company to donate billboard(s) announcing the event and dates/locations of event planning meetings.

21. Create “table toppers” for local restaurants to use in their dining room. High school students or senior adults could volunteer to put “table toppers” together.
22. Using the idea from “I voted” lapel stickers. Create a lapel sticker “I can fly...I just can’t land!” and give to individuals who attend any activity associated with the event and encourage them to wear the sticker to school/work the next day.
23. Ask Chamber of Commerce Ambassadors to assist with the event by making phone calls, taking materials to businesses/schools, and serve as greeters at event planning meetings, etc.

Minority

1. Contact African-American sorority groups in area and ask them to assign someone from their sorority to the initial event planning meeting and to encourage participation at the event.
2. Contact minority church leadership and ask them to inform and encourage their membership to participate. Ask each minister to attend and to bring some members with him/her.
3. Use some of the above general public strategies and employ them with minority groups in the area. For example: articles in minority church newsletters, mail enough fliers for church minister to pass out to adult Sunday School classes, have Speakers Bureau to present at minority-based churches, ask businesses and churches to include event information on their marquee.

Senior Adults

1. Network with agencies that serve senior adults, including the local RSVP program (Retired Senior Volunteer Program), in your area. Ask them the best way to seek the involvement of most of the senior adults they serve.
2. Ask nursing homes and senior adult agencies to provide transportation to the event.

3. Ask nursing homes and senior adult agencies to include an announcement of the event including web site comment opportunity in their newsletter.

Youth

1. Contact high school and college math/science teachers and ask them to give extra credit to their students if they attend the event. Additionally, teacher could give an assignment to those students who attended. The assignment could be to write an essay on "What can model airplanes teach me about math and science?"
2. Contact each high school principal within your county's public and private schools. Ask the principal to provide you with a list containing teacher sponsors with his/her contact information of all student clubs/organizations. Contact those teacher sponsors by email or mail informing them of the event and the event planning meetings encouraging their school club to attend an event planning meeting.
3. Contact church youth ministers encouraging their church's youth group to attend an event planning meeting.
4. Ask high school principals to include information regarding each event planning meeting in the school morning announcements.