



Promotion—Turning Ideas into Action

What We Already Know

Service idea:

Need—the community issue:

Community partners:

New Ideas and Possibilities

New community alliances: Think outside the box

Donations: What is needed (e.g., flyers, T-shirts, balloons)? Who might donate items?

Fund-raising ideas and resources:

Evidence: Keeping track of our activities, accomplishments, and outcomes

Media madness: Press releases, radio spots, cable access, news stories, blogs

Presentation opportunities: School and community events, organizations

Follow-Up

Roles and responsibilities: Who will do what?