1. PERSONAL PROMOTION GUIDELINES

Personal connections are a great way to advertise the Community Presentation. Reach out to those who spoke to the group, to family and friends, to the supportive organizations identified during the community module, etc. Encourage these people to invite others as well. In addition to people you already know, making a face-to-face connection with other community members is also a great way to promote the Community Presentation.

2. INVITATIONS TO THE PRESENTATION

- PERSONAL INVITATIONS
  Make a list of those who are personally invited as you consider the individuals below, and be prepared to introduce them at the presentation, if appropriate.
- PERSONAL CONTACTS
  Speak personally with adults you know about the community presentation and encourage them to attend – regardless of their feelings about the issue.
  - Parents and extended family
  - Teachers and other school personnel
  - Ministers and other faith leaders
  - Friends and friends of family members
  - Employers and coworkers

3. ATTEND COMMUNITY EVENTS

If there are events in your community that occur regularly (such as a farmer’s market) or annually (such as a festival), consider attending that event and giving out information about the ordinance and the community presentation. You may reach a different part of the community through this event.

You can use postcards, flyers, pamphlets, and newsletters as part of this exercise.

4. PASS OUT INFORMATION AT LOCAL BUSINESSES

Always check with the business first, but taking your printed materials to a consumer-oriented business (such as a grocery or department store) is another easy way to promote the presentation.

Choose a high-traffic time, and encourage youth to engage people in conversation about the ordinance if the community member has time.
5. COMMUNITY ORGANIZATIONS AND COMMUNITY LEADERS

Refer to any lists of community organizations and community leaders contacted or identified earlier in the EYPC program. Find contact information for each entry on both lists.

- Contact the president/chair of each community organization by sending them a personal invitation or a flyer.
- Ask the organization leader to notify the organization’s membership, too. (They may announce it in a meeting or send an announcement through their newsletter or e-mail list.)
- Follow up with a phone call to the organization leader about two weeks before the Presentation.
- Send each community leader an invitation and ask them to let others know about the Presentation.
  - One way for your invitation to get more attention is to personalize it, either by writing it by hand or by attaching a handwritten note to a printed invitation.
  - One to two weeks before the presentation, follow up with a phone call to the community leaders.

6. MEMBERS OF CITY COUNCIL

Send a personalized invitation to each city council member. When addressing an envelope to a member of the city council, use the proper form of address, such as:

The Honorable [Name]

[Exact Title for Council Members in Your City]

[Exact Name of Your City]

Follow up your invitation with a phone call a few days ahead of the Presentation. Try to talk with the city council member personally, but have a message prepared if needed.

7. AFFECTED BUSINESS OWNERS/MANAGERS/STAFF

Businesses that will be affected by the proposed ordinance should be informed about the Community Presentation by sending either a flyer or a postcard. Although some may be opposed to the ordinance, inviting them will encourage dialogue about the issue.

- Use the business list compiled in the Data Module for your mailing.
- Use the sample postcard to format your postcard. This is an easy, relatively inexpensive way to let business owners/managers (and staff) know about the presentation.