

A big part of your project is telling people about it!

Let's say you are hosting a litter cleanup,

YOU WANT PEOPLE TO SHOW UP, RIGHT?



Putting together a promotion plan will help you organize your strategies. Below are some steps to help you brainstorm the best way to get the word out about your project.

1) MAKE A LIST OF METHODS TO PROMOTE YOUR PROJECT

How do you find out about events happening around your community? How do the adults in your life find out about them? Depending on who you are targeting, you might need to take a different approach.

Think about your audience... Where do they get information from? What would capture their interest? What are the best ways to share information about your project?

A) SOCIAL MEDIA

B) FLYERS OR POSTERS

C) AD IN YOUR LOCAL NEWSPAPER

D) ANNOUNCEMENT AT SCHOOL

E) THROUGH ADULTS IN YOUR LIFE

F) GOING DOOR-TO-DOOR

What else can you come up with?

2) MAKE A TIMELINE AND TASK LIST

A great way to organize tasks is creating a list of all the methods you are using as well as when and where you are going to use them.

This is an example of how to use your task list. There is a template for you to use at the end of this document.

Method	Task	Deadline	Completed
Flyer	Research and gather information for flyers	Oct 10	X
	Design flyers	Oct 13	
	Print out 30 copies of flyer	Oct 14	
	Distribute in neighbourhood	Oct 15	
Newspaper ad	Write ad and send to newspaper	Sept 25	X
	Make any necessary edits the newspaper asks about	Sept - Oct	X
	Ad published	Oct 15	

3) IDENTIFY KEY INFORMATION

For each of your methods, you might use different information. A good general rule is to think about the 5Ws (Who, What, When, Where, and Why) and the Call to Action.

WHO (Who are you?)

- a) Aisha and Mark, from Mr. Harley's class.
- b) Cal, a student from Sunnydale High.

WHAT (What is this project?)

- a) We are hosting a composting drive where people can bring their food scraps from lunch to get composted!
- b) I am starting a bike to school club to encourage others to not use their cars to get to school.

WHEN (When is it taking place?)

- a) The composting drive will take place May 25th...
- b) The first bike to school will happen on April 17th... and continue through the end of the school year! We'll meet at 8:30...

WHERE (Where is it happening?)

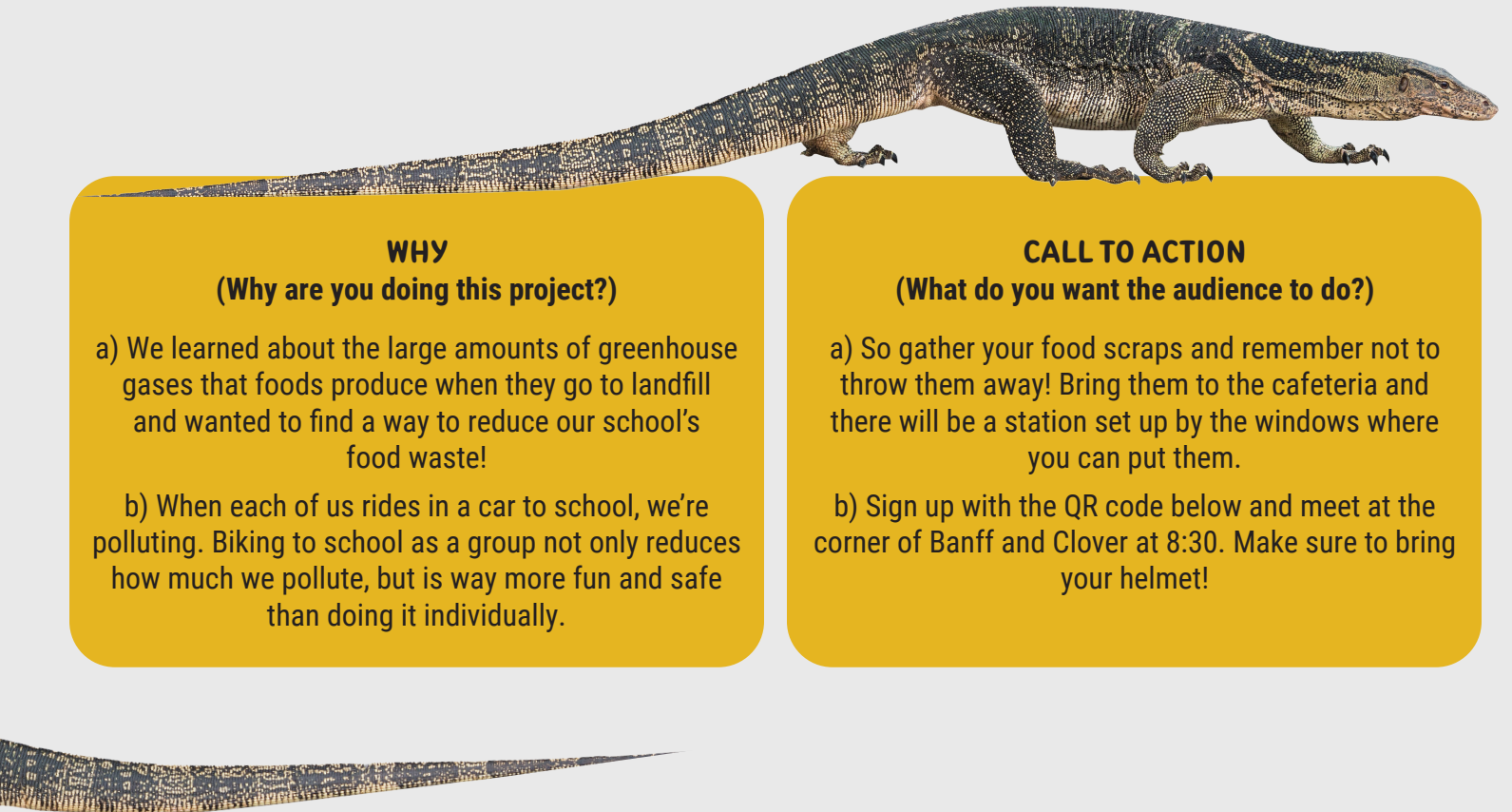
- a) ... in the cafeteria during all three lunch periods.
- b) ... at the corner of Banff and Clover, and we'll follow a route through the neighbourhood to Sunnydale High!

WHY (Why are you doing this project?)

- a) We learned about the large amounts of greenhouse gases that foods produce when they go to landfill and wanted to find a way to reduce our school's food waste!
- b) When each of us rides in a car to school, we're polluting. Biking to school as a group not only reduces how much we pollute, but is way more fun and safe than doing it individually.

CALL TO ACTION (What do you want the audience to do?)

- a) So gather your food scraps and remember not to throw them away! Bring them to the cafeteria and there will be a station set up by the windows where you can put them.
- b) Sign up with the QR code below and meet at the corner of Banff and Clover at 8:30. Make sure to bring your helmet!



4) CREATE!

Here are some ideas specific to different methods:

Written and Visual:

There are lots of different tools to use when it comes to designing like Canva, Piktochart, Microsoft Word, and Photoshop just to name a few!

With all of these methods, make sure you use clear images, not too much text (people are less likely to read long paragraphs) and that it can easily be understood.



SOCIAL MEDIA

Helpful Hints

- a) Utilize your network! Get your friends to share and boost the post.
- b) Can your school or community centre (or other organizations you're involved in) post about your project on their social media? Ask!



FLYERS AND POSTERS

Helpful Hints

- a) Make sure you can clearly read all the important information without having to get too close.
- b) Keep in mind how many flyers or posters you'd like to have, where you want to distribute them or put them up, and for how long.
- c) If you include a QR code or signup link, make sure the link works before you go print!



AD IN YOUR SCHOOL OR LOCAL NEWSPAPER, OR COMMUNITY NEWSLETTER

Helpful Hints

- a) Keep in mind that there are timelines for approvals and edits. Make sure you ask early.
- b) Make sure you have the correct word count, size, or length of ad that you asked for.

In person:

Remember to practice what you are going to say and practice aloud with someone or record yourself. Doing this will help you see if you are using filler words (um, so, kind of, sorta, etc.) so you can avoid them and sound confident



SCHOOL ANNOUNCEMENTS

Helpful Hints

- a) Speak to your school and get any rules beforehand.
- b) Plan out what you're going to say and practice out loud.
- c) Keep in mind how long it will take for your school to give approval and how many announcements you'd like to make.



THROUGH THE ADULTS IN YOUR LIFE

Helpful Hints

- a) Ask if they are able to promote your project at their place of work, with their friends, or online.
- b) You can use other methods combined with this one to make sure the message gets across. Send some flyers to work with them, or tag them in the social media post you make.



DOOR TO DOOR

Helpful Hints

- a) Prepare a short introduction of yourself and your project.
- b) People might be busy, so if you only give them a flyer, that's okay! Bring extras just in case!

For example:

- a) "Hi! My name is Andy and I'm raising awareness about No Mow May and how it helps pollinators! I'm doing this to get my community involvement hours for school and would love to give you some information."
- b) "Hello! Do you have a moment to talk about recycling your batteries? If not, can I leave you with this flyer?"

