



FOR YOUTH DEVELOPMENT®
 FOR HEALTHY LIVING
 FOR SOCIAL RESPONSIBILITY

PROJECT PROMOTIONS GUIDE

This guide can help the Service Committee develop messages, recruit volunteers, and get the word out about your TOGETHERHOOD™ service project.

PROMOTIONS CHECKLIST

This checklist provides reminders and assigns responsibilities for essential tasks.

X	TASK TO COMPLETE	WHO	DUE BY
	Define the project clearly (use this tool!)		
	Communicate project details to all staff and service committee members		
	Communicate project details, how to register and learn more, and contact information for project leaders to front desk staff		
	Give sample script to program staff and class instructors for in-class announcements		
	Place signs and flyers in key attention zones such as lobby, bathroom stalls, locker rooms, pool bulletin boards.		
	Post event info on website and through social media channels		
	Share post-event results and stories (in lobby, website, social media)		

PROMOTIONS PLAN

This plan helps to organize messages and ways to recruit volunteers and promote your TOGETHERHOOD service project.

PROJECT NAME	
PROJECT DATE	
DATE TO BEGIN PROMOTIONS ONE MONTH PRIOR TO EVENT	
RECRUITMENT GOALS NUMBER OF VOLUNTEERS AGE GROUP/FAMILIES	
TACTICS & SCHEDULE (MAY INCLUDE PRINT, POSTING LOCATIONS, EMAIL, MAIL, WEBSITES, SOCIAL MEDIA, DURING CLASSES)	
SOCIAL MEDIA	
POST-EVENT (MEMBER NEWSLETTER, ETC.)	

KEY MESSAGES

These messages should be used in the tactics listed about and with anyone promoting (both word-of-mouth and in writing) and answering questions about the event. Don't worry about exact wording as long as the message is consistent.

PROJECT DESCRIPTION	
RECRUITMENT MESSAGE WHO WE'RE LOOKING FOR WHAT WE'LL BE DOING	
LOGISTICS TIME, DATE, LOCATION	
BENEFITS TO PROJECT PARTICIPANTS TO RECIPIENTS TO COMMUNITY AT LARGE	
TOGETHERHOOD CONNECTION	
REMINDERS FOR UPCOMING PROJECTS	

SAMPLE KEY MESSAGES

These messages are examples that can help the Service Committee craft messages that best describe their projects.

- **Project description:** Clean It Up! is a service project organized by Y members to improve our community by cleaning up and beautifying Jones Park.
- **Recruitment message:** Clean It Up! is looking for volunteers to spend a fun and rewarding day at the park raking leaves, collecting trash, and gardening.
- **Logistics:** Clean It Up! will happen on two days: Saturday, Oct. 1, and Saturday, Oct. 7, from 9 a.m. – noon. We ask that volunteers commit to at least three hours on one or both of the days. No special skills are required. Tools and supplies will be provided.
- **Target audience and benefit:** People of all ages are welcome to lend a hand and work together to help improve our neighborhood. You'll enjoy meeting new people and discover how personally rewarding it is to do something good for our community.
- **Need and benefit:** Jones Park has long been in disrepair and has become an unsafe and unappealing place for our community to use and enjoy. Clean It Up! gives us the opportunity to improve a much-needed outdoor space for the benefit of everyone in the community.
- **Connection to TOGETHERHOOD:** Clean It Up! is a project of the Y's TOGETHERHOOD™ social responsibility initiative. TOGETHERHOOD gives Y members the chance to give back to their community in fun, meaningful and convenient ways.
- **Reminder of ongoing projects:** Look for other Togetherhood service projects that you can get involved with throughout the year.

SAMPLE SCRIPTS FOR Y STAFF

These scripts are examples of messages that the Service Committee can give to Y Staff to share with others.

- **NEW MEMBER TOURS:** *“We have several ways for you to get connected with other members and in the community. Our members run a program called TOGETHERHOOD which consists of service projects throughout the year. Last month we had a food drive where we made 300 meals for our neighbors who face hunger. The next project is a park clean-up day on the 13th at 11am. There’s more information on this lobby display board and on our website. It’s a fun and rewarding way to spend time with family and make new friends while doing good in your neighborhood.”*
- **DURING GROUP EXERCISE CLASSES:** *I wanted to share that other members of our Y are running a program called TOGETHERHOOD. As part of that program, they’re organizing a service project to clean up Jones Park on the 13th at 11am. We’re looking for more volunteers to help out. It’s a fun and rewarding way to meet new people and do good in our community. You can sign up in the lobby. Hope to see you there!*

TIPS

Here are general tips that will help the Service Committee effectively promote your TOGETHERHOOD projects.

WORKING WITH THE MEDIA

- **I identify a Spokesperson:** Ideally, this is the Service Committee Chair or CEO/Branch Executive.
- **Humanize the story:** Ask a few people to be ready to share their experience with the project.
- **Consider deadlines:** These vary among media outlets. Here’s a general guide:
 - Daily newspapers – 2-3 weeks in advance for features, 1-2 days for news
 - Weekly newspapers: 3-4 weeks ahead for features, 1-2 weeks for news, week after for follow-up (with captions) of the event
 - Monthly magazines: 3-4 months for features, 1 month for calendar listings
 - Radio/television talk shows and morning/noon news: one month prior. Ask the station for lead times of bookings.
 - Radio/television news broadcasts: 7-10 days before you want the story to air; be sure to follow up.

CREATE MARKETING MATERIALS

Customizable templates to create a banner, brochure, or flyer and artwork supporting TOGETHERHOOD are available on the Brand Resource Center accessible from YExchange. Go to Marketing Materials > Templates > Program and Special Event Campaigns > Togetherhood > Downloadable | Build A Template.

CHOOSING IMAGES

- Use images of people engaged in a service activity, which are more memorable than a neutral group of smiling people.
- Choose images with backgrounds that show the context for the service project. Though the preferred Y brand style for images is silhouetted against a white background, this style is not recommended for TOGETHERHOOD.
- Try to reflect various dimensions of diversity in your community.

WRITING TEXT

- Lead with the desired impact that the project will have on the community.

- Use benefit statements where appropriate. Benefit statements should lead with *why* we do what we do rather than the name of programs and services. Note that popular slogans and taglines from entertainment sources should never be used. Refer to the [Benefit Statement Technical Supplement](#) in the Voice and Messaging section of the Brand Resource Center for any questions.
- Describe your project as a “service project” rather than a “volunteer project” to distinguish it from other types of volunteer opportunities at your Y and highlight that it’s giving back to the community.
- Connect the service project to the TOGETHERHOOD program as a reminder that the project is part of ongoing social responsibility work at the Y.
- Include project details (i.e. project description, purpose, when, where) in every communication to make sure everyone knows how to get involved.

PLACING PROMOTIONAL ITEMS

- Choose high-traffic areas such as the lobby, front desk, and locker rooms.
- Consider where large items are placed. Even the largest banners can be dwarfed in large, open environments.

BRANDING AND PERMISSIONS

- Brand guidelines should be followed.
- As photos and videos are taken during service projects, collect photo/video release forms from each participant.
- Just as we’re careful with the elements of our own brand, extend that care when communicating about partners. Ask for details about proper use of their logos (some organizations have multiple), spelling and formatting of their name, or use of a trademark symbol. The customizable TOGETHERHOOD flyer in the Brand Resource Center has upload options for the logos of two partners or sponsors.

HOW-TO-PROMOTE DECISION TREE

