



Getting the Word Out

Tips and tools for getting the word out about your project, volunteer opportunities, fundraising events and more!

Try a variety of techniques!

Marketing may seem complicated, but it is actually just common sense. The key to successfully getting the word out is use a variety of creative techniques – all designed to specifically push your project. Here are some ideas:

- Call local businesses on the telephone to ask for donations or sponsorships.
- Pass out flyers at community events, and places where people congregate.
- Contact your local radio station about air time for community programming.
- Purchase an ad in your local newspaper asking for volunteers or donations.
- Send out press releases about newsworthy events and projects.
- Create an e-mail distribution list to keep people informed .

Tell us about your events!

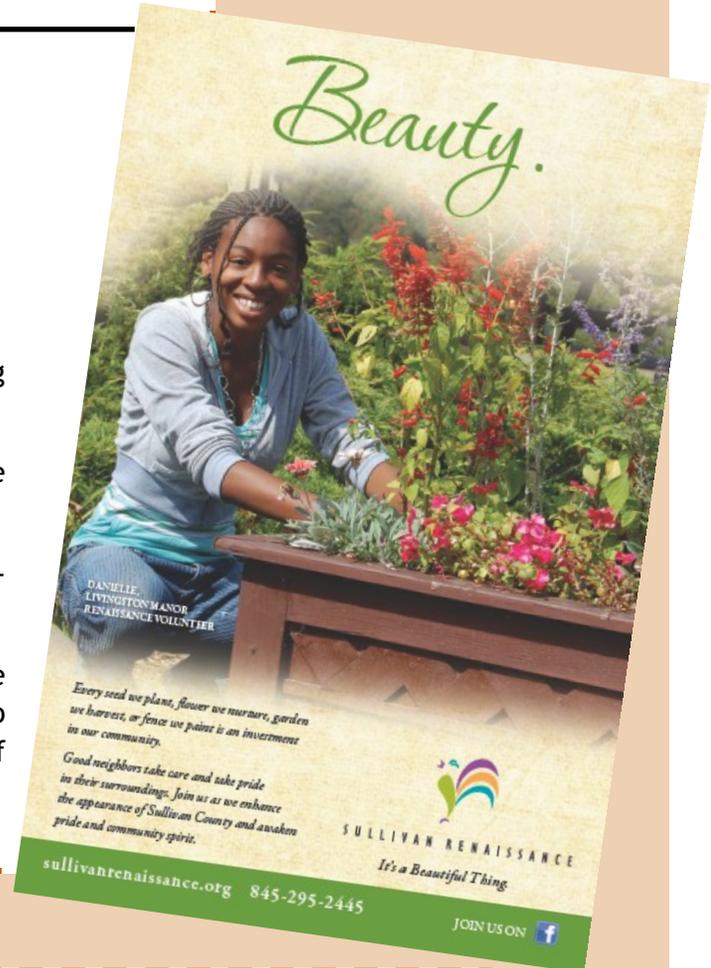
One of the best ways to advertise an upcoming event or work day is to post it on the Sullivan Renaissance web site and Facebook page! It's easy! Just send an e-mail to info@sullivanrenaissance.org and be sure to include the following:

- Event title and short description
- Sponsoring organization and contact info
- Date, time and location
- Cost (if applicable) and other info
- A photograph (if available)

Send us your photos!

Each year, Sullivan Renaissance places several ads in local newspapers. We also like to post pictures of Sullivan Renaissance volunteers working on our Facebook page. If you would like us to use your photograph in future ad campaigns, simply e-mail your photos to info@sullivanrenaissance.org and follow these simple tips:

- Close-up shots showing people at work and looking directly into the camera are the most desirable.
- Pay attention to lighting and try to shoot with the sun shining on your subject or directly overhead.
- High resolution photos are the best, so double-check your camera settings.
- Include a suggested caption identifying who is in the picture and what they are doing. A signed photo release will be required, and we will send you one if we decide to use any of your photos.



Create your own Facebook page!

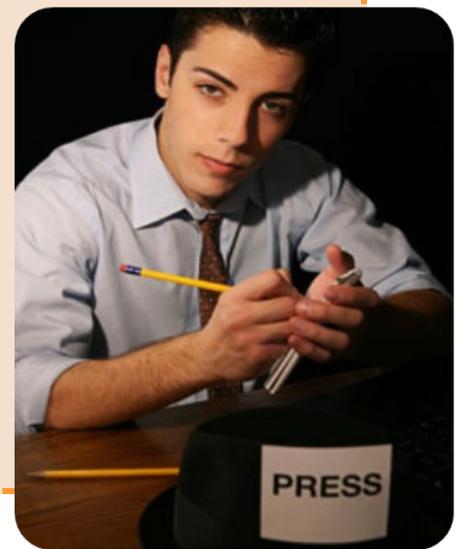
Social media platforms like Facebook, which has over 500 million active users, can be a tremendous resource to your project. A 'page' is a great way to publicly share information and connect with supporters and potential volunteers. Anyone with a Facebook account can create and "like" a page, which can only be managed by designated users, and page "fans" will see updates in their newsfeeds.

Once you have a page, focus on content and photos. Make it interactive! Social media empowers people to share their enthusiasm for your project. Ask a question, request that people "tag" themselves in photos, and encourage others to please "like" or "share" your information -- but don't be pushy. Your social media presence should be encouraging, honest, and relatable. Use direct appeals sparingly, and make sure that someone from your group is regularly managing and monitoring the page.

Want more information? Check out [Facebook.com/help](https://www.facebook.com/help) for tips about getting started, and know that other social media sites (such as Twitter and Instagram) could also benefit your group!

Tips for Working with the Media

- **Recognize that your role with the media is not to promote your agenda.** Your role is to assist the media in creating a great story which is newsworthy.
- **Cultivate media contacts as part of your networking.** Media people show up in many of the same places as others do within the community. Get to know them and form a relationship.
- **Be sensitive to deadlines.** Media people are often working against tight deadlines. Following particular deadlines will be helpful to the media and get you further the next time you ask for something.
- **Have your facts & information in order.** You want to be quoted accurately, don't you? Be clear with your presentation of information.
- **Offer feedback.** If you think it went well, say so. If you think there is room for improvement and the media person is open to it, offer feedback.
- **Understand that not everything is a front page story.** As important to you as your story is, if it doesn't appeal to the mass public it is most likely that it will appear in the form of a press release.
- **There are no stupid questions.** The media is there to help. Anything you think is interesting and newsworthy is worth a phone call or e-mail to the media.



HOW TO WRITE A PRESS RELEASE

- Make sure the information is newsworthy.
- Make sure the first 10 words of your release are effective, as they are the most important.
- Avoid excessive use of adjectives and fancy language.
- Deal with the facts.
- Provide as much contact information as possible: Individual to contact, address, phone, fax, email and web site address.
- Make sure you wait until you have something with enough substance to issue a release.
- Make it as easy as possible for media representatives to do their jobs.

Creating Effective Flyers and Posters

Establish a focal point. The most important information that needs to be conveyed, should be the most prominent element on the page. Your organization's name or logo is important and should be included, but your message is what a reader's eye should be drawn to.

Keep it simple. Don't clutter a poster or flyer with too much information. Who, what, when, where and why are enough.

Keep it clean. The use of too many decorative fonts are distracting. Use only two or three font styles and stay away from elaborate, overly fancy or script fonts for headlines and paragraphs of text.

Keep it flowing. To engage a reader your poster or flyer should have a rhythm or flow. This is created on a page not just with the typographical elements but also with the space surrounding those elements. Be aware of the white/negative space and how your information leads a reader's eye.

Make it uniform. Like coordinating an outfit, typography, graphic elements and space create an ensemble. You select elements the way you select earrings or a tie, striving for a coordinated look. Use elements that are appropriate to the message you are conveying. You would not use a casual font for a poster about drunk driving nor would you use a formal calligraphy font for a flyer announcing an informal picnic.

Create a logo for your organization. A "logo" is a name, symbol or trademark of a company or organization that is easily recognizable. Create a logo by selecting a font, color and/or graphic element that best represents your company or organization. Your logo should look as good on a business card as on a poster, so create your logo in different sizes to ensure readability. Finally, it should look just as good in black and white as it does in color.

Network, Network, Network. The only way to get noticed is to go to as many events that will allow you to talk up your project with as many people as possible. Bring flyers with you EVERYWHERE. Ask local businesses, schools and the post office to hang your poster or flyer. Contact your local Chamber of Commerce and civic organizations and ask to attend their next meeting to distribute information about your project and generate interest.



THE ANATOMY OF A PRESS RELEASE

A press release is an important promotional tool and a fundamental component of any marketing strategy. Although relatively easy to put together, many organizations struggle to write press releases that articulate their news in a compelling fashion and grab the media's attention. There's no secret when it comes to writing a press release. It's simply a matter of following a few basic rules and making sure that it contains all the right elements. At the end of the day, the quality of the news you are relaying is just as, if not more, important than the release itself.

SULLIVAN



FOR IMMEDIATE RELEASE:
May 14, 2012

FOR MORE INFORMATION:
Glenn Pontier at 845-295-2442
(gpontier@sullivanrenaissance.org)

RENAISSANCE

‘GET OUT AND GARDEN’ DAY

Volunteers Needed to Help in Communities on May 19

FERNDALE – Volunteers from many communities throughout Sullivan County will be “getting out and gardening” this Saturday, May 19. Residents are particularly needed to help at work days in three communities – Woodridge, Wurtsboro and Swan Lake – but many communities have work days planned. Residents are also encouraged to tend to their own gardens on this day.

“Some people don’t realize that most of the public gardens we enjoy throughout Sullivan County are maintained by volunteers, many who have been tending these flowers for over ten years,” said Sullivan Renaissance Director Glenn Pontier, “Now some of these communities need new recruits to help. The benefits of volunteering include meeting your neighbors and that real sense of contributing to an endeavor that makes the community more attractive.”

Sullivan Renaissance is helping to organize community work days from 10:00 a.m. to 12:00 noon in the following locations:

- Woodridge:** Meet at the gazebo in the Veterans’ Park on Green Avenue
- Wurtsboro:** Meet at the Mamakating Library on Sullivan Street
- Swan Lake:** Meet at the cemetery on White Lake Turnpike

While no experience is necessary, volunteers should bring their own gloves and tools if they have them. The first ten volunteers to arrive in each community will receive free tickets to Thunder 102’s “Thunderbash” concert at the Monticello Casino & Raceway that evening.

Sullivan Renaissance is a beautification and community development program principally funded by the Gerry Foundation. Sponsors include Bold Gold Media Group/Thunder 102, FisherMears Associates, Robert Green Dealerships, Sullivan County Democrat, The River Reporter, Thompson Sanitation and WSUL/WVOS. For information call Sullivan Renaissance at 845-295-2445 or visit www.sullivanrenaissance.org.

Contact info – If you’ve written a good press release about something newsworthy, chances are that the media will want to write a story. Make it easier for them by providing a media contact (name and phone number) who they can call with any questions.

Headline – No more than a line or two, the headline is your first, and probably most important, chance to make an impression.

Lead – The lead is typically the first sentence of the press release and you are basically providing the who, what, where, when, and why in a single sentence.

Body – The meat of the press release, the body is where you provide supporting details about your news. This should include quotes from a spokesperson (both from your organization and any other group that may be of significance to the release), as well as background and related information.

Boilerplate – Directly following the body of the press release comes the boilerplate, a single paragraph that describes what your organization does. This is essentially a written form of your organization’s 30-second elevator pitch. Don’t forget to include contact information, web site address, etc.

SULLIVAN RENAISSANCE MEDIA LIST

LOCAL NEWS PUBLICATIONS

[SULLIVAN COUNTY DEMOCRAT](#)

Published bi-weekly (Tuesday & Friday)
Deadline: Wednesday & Friday by 12:00 noon
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Email: editor@sc-democrat.com
Liz Teller, Advertising Director
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[THE RIVER REPORTER](#)

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Barbara Matos, Sales Director
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[TIMES HERALD RECORD](#)

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[THE WAYNE INDEPENDENT](#)

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Published monthly

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Brian Mahoney, Editor
Email: bmahoney@chronogram.com
P: 845.334.8600, ext 103

CONNECTIONS MAGAZINE

Published monthly

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Honesdale, PA 18431
Deborah A. Bailey, Publisher
Email: cmag@ptd.net
P: 570.647.0085

DELAWARE & HUDSON CANVAS

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Bloomingburg, NY 12721
Email: Barry@Dhcancas.com
P: 845.926.4646

KAATSKILL LIFE MAGAZINE

Published quarterly

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Delhi, NY 13753
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Email: info@kaatslife.com
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F: 607.746.2176

GREEN DOOR MAGAZINE

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P.O. Box 143
Liberty, NY 12754
Akira Ohiso, Editor
Email: info@greendoormag.com

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Pine Island, NY 10969
Debbie Kwiatoski, Publisher
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THE YESHIVA WORLD

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Fax: 845.292.7529

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WAMC

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P.O. Box 66600
Albany, NY 12206
Email: mail@wamc.org
P: 800.323.9262
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WSKG

Public Radio & TV
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Binghamton, NY 13902
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