Promoting may seem like a strange word to use considering there is little or no money involved in this enterprise, but it is an enterprise -- one in which you will put a lot of time and energy. Your goal is to reach those in need of your services. And, to do that you have to promote.

**Define your market** -- Determine who should know about your group.

**Research Contacts** -- Make a list of names, address and telephone numbers of those to contact. Some possibilities are:

- Doctors
- Social Service Organizations
- Schools
- Daycares
- Clergy
- Psychiatrists
- Mental Health Associations
- Businesses
- Information and Referral Agencies
- Crisis Lines
- Newspaper Calendars
- Public Libraries
- Local Hospital Social Work Department
- Social Workers
- Local Hospital Public Relations Dept.
- Employee Assistance Programs
- Nurses
- Psychologists
- Community websites
- Community Organizations,
- YMCA

**Announcements** -- Notify target groups of people with an announcement. Delivery of Announcement is best done in person. If this is not possible, then make a follow up phone call to make sure the announcement was received. Sending out announcements is not a one time task. An effort should be made to mail notices on a regular basis to those referring.

**Press releases** -- Notify all newspapers, television and radio stations, with a press release. Hopefully, press releases will accomplish two goals -- a listing of your group in the calendar and an article about your group. This is the best way to reach most people. Follow your newspapers and find out who does human interest stories. Send a press release with a letter to that writer. The more professional and organized you appear, the more likely your story will be told. Also, consider timeliness of your release, Is there an optimum time to announce your group? Send releases to all appropriate sections and writers.
**Phone Numbers** -- The biggest failing of most groups is an unanswered phone line or an unreturned call or email. If you advertise a number, make sure that number is answered by a person or answering machine during business hours. Obviously, a person is the best choice, but nothing is worse than someone reaching out for help or support and no one answers the phone or no one returns the call. Consider using call forwarding or other options to alleviate problems and take the burden off of one person.

**Brochures** -- Brochures, Rolodex Cards and Business Cards -- Many groups have brochures. Some professionally printed, some Xeroxed. Although these may be helpful to attendees, they are rarely used by professionals or information and referral lines. A rolodex card or business card is more useful to agencies or professionals. Depending on finances and donated services, consideration should be given to all three.

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