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**Marketing Best Practices**

* Keep a collection of stories and pictures. People resonate with a feel good story, which can be good for brochures, newsletters, and newspaper articles. Reporters want facts and stories.
* Have a favorite story handle for speaking engagements. It doesn’t matter how old it is, if it has a message that captures what your experience with the program is about- use it.
* When distributing press releases, think beyond traditional media sources. Know your community newspapers, send releases to donors, volunteers, board members, parents and anyone who could potentially share to audiences you won’t normally reach.
* Elected officials consistently look for photo opportunities. Know who are your elected officials; from your city-county council persons, and school board reps, to your state and federal representatives. Keep their email addresses on your listserv for information.
* When doing a press release keep all the pertinent information in the first paragraph. Media persons want you to answer their first question which is: “why should I care about this”, and the second group of “who, what, when, where”. Most individuals reading press releases will only read the title and 1st paragraph. If it doesn’t grab their attention, it’s often tossed.
* No event is “too” small to market, if you can answer the question – why should people care about what we are doing – then let people know.