

PUBLICIZING YOUR EVENT

Publicity helps you attract new volunteers and raises your profile as a group. There are a number of approaches you can take to publicize your group and events in the park.

1. FLYERS

After word-of-mouth, one of the most effective ways to publicize an event is to post flyers all over your neighborhood. You don't need to be an artist or a desktop publishing expert to make great flyers—see enclosed samples.

What to do:

- ✓ Make flyers on a computer or by hand
- ✓ Remember to include a date, time, and specific location
- ✓ Provide a contact number so that people can call to get more information or volunteer to help out
- ✓ Make copies—try to use connections to get free copies from a school or church, your City Councilmember, or your office
- ✓ How many copies you make depends on how many people you want at the event—50 is plenty for a small story-reading event in a playground, while you might need 500 for a large festival.
- ✓ Consider making larger (8.5x11 or larger) flyers for posting, smaller ones (5.5x8.5) to display in stacks.

Good places to distribute flyers:

- ▶ **Post flyers:**
 - ✓ in the park, especially at the entrances and other high-use spots
 - ✓ in the windows of local stores, especially those near the park (ask for permission)
 - ✓ on community bulletin boards in supermarkets, churches and synagogues, building lobbies, gyms, the YMCA, and recreation centers
 - ✓ in elementary schools, high schools, and colleges
 - ✓ at bus stops, theaters, and other high-traffic spots
- ▶ **Ask to display a stack of flyers:**
 - ✓ inside local stores & restaurants
 - ✓ in the display areas of libraries, churches, and recreation centers
 - ✓ at Community Board and Councilmember district offices

2. MEDIA COVERAGE

Local media—newspapers, local access cable, radio, etc.—can help your group in two ways:

1. **Free advertising** By including your event in their calendar sections prior to the event, they can help you reach a wider audience.
2. **Good publicity:** By writing longer articles about the event after the fact, they can help enhance the image of your group.

Be sure to clip and save any press coverage. The articles make great back-up for requests for funds or other support.

For information about writing press releases & getting coverage, see “Getting Noticed,” enclosed.

Adapted from "Tools & Tactics for Building Neighborhood Organizations," Citizens for NYC, www.citizensnyc.org.

Produced by Partnerships for Parks Technical Assistance Program • www.partnershipsforparks.org • 212-360-8180