

SPREADING THE WORD: GETTING HELP FROM THE COMMUNITY

There's often no need to reinvent the wheel in publicizing your projects in the park. Other, well-established groups in your community probably have effective ways of communicating with your neighbors. Since they share with you the goal of improving the quality of life in your neighborhood, they will often be happy to help you publicize events.

YOUR COMMUNITY BOARD

Though different boards work in different ways, many will:

- ✓ List your event in monthly calendars that they mail out. To be listed, call your District Manager at least a month in advance.
- ✓ Let you announce your event at meetings of the Board and its committees. Show up at least 15 minutes ahead of time and put your name on a speakers list. Always bring something (flyers, newsletters) to hand out. To get a meeting schedule, call your District Manager.
- ✓ Post flyers on the Board's bulletin board.
- ✓ Share a list of other community-based groups working in the neighborhood.

CIVIC AND RELIGIOUS GROUPS

Ask the presidents of these groups for help publicizing your event. Particularly if you offer to do the same for them, they may be willing to let you:

- ✓ Make an announcement at the beginning of one of the group's meetings.
- ✓ Hand out flyers at a meeting or send them to the group's mailing list.
- ✓ Post flyers on the group's bulletin board.
- ✓ List your event in the group's newsletter.

LOCAL SCHOOLS

Schools can be a great resource for event publicity—after all, when children come to an event, their parents usually come with them! Ask the principals and administrators of elementary schools, high schools, and colleges for help publicizing your event to students. They may:

- ✓ Put you in touch with interested teachers or the PTA.
- ✓ Help you distribute flyers to students and parents.
- ✓ Let you post flyers on the school's bulletin board.
- ✓ Put you in touch with student groups that may be interested in helping you, such as the student government or an environmental club. (Approach these student groups as you would other civic groups, by asking to make an announcement at one of their meetings.)

ELECTED OFFICIALS

Speak with your Councilmember's chief of staff or community liaison for help with publicity. Elected officials and their staff can help you publicize an event by:

- ✓ Including your flyers in one of their regular mailings.
- ✓ Announcing your event at the many community meetings they attend.