



# PUBLICITY

## The Key To Calendar Fundraising Success

Publicity is salesmanship and the successful sponsor NEVER STOPS SELLING! One of the most important functions of publicity within your calendar campaign is to generate ENTHUSIASM among your members so that each one of them will extend themselves in order to live up to the publicity.

Use every avenue available in your community to tell the people that your organization is sponsoring the COMMUNITY SPIRIT CALENDAR (or other calendar program). Contact local newspaper editors, local radio stations, neighborhood shopper sheets, even the bulletin board at church, stores, post office and community center. Keep your organization's name and the COMMUNITY SPIRIT CALENDAR (or other calendar program) in the public eye throughout the campaign.

Recruit an artistic and/or computer savvy member in your group to design a promotional poster (sample poster included in *Promotion Kit*).

Remind your members about your public relations efforts. When they see their organization's name and project on public display, they expend more energy getting orders.

Take a copy of the calendar and order sheet with you. Show them to the editor, station manager and local business people where you wish to post your notices - tell them what your organization is doing to raise funds, and what you will do with those funds.

The "Why Should I Buy" *Canvasser Brochure* in your *Promotion Kit* can be used for more than just a door-to-door campaign. Some of our sponsors have left stacks of these handy little brochures at convenience and liquor store cashier tills. Another sponsor bartered with their local grocery store and offered the business a free calendar ad space in return for having their cashier tuck a brochure in each customer's shopping bag!

Make use of the Internet! Announce your canvassing dates and calendar fundraising details on your club's website as well as your town's website! Don't overlook the social-network sites such as Facebook, MySpace, etc!

IN SHORT, THE PUBLICITY CHAIRPERSON/COMMITTEE MEMBERS ARE THE SPARKPLUGS OF YOUR FUNDRAISING PROJECT.