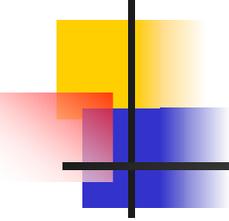


SPREAD THE WORD!

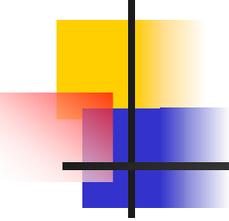
**Raising Excitement
About Your MRC**

Nancy V. Burns, Coordinator
Upper Merrimack Valley MRC
Town of Westford, MA
July 8, 2004



Spread the Word: Raising Excitement About Your MRC

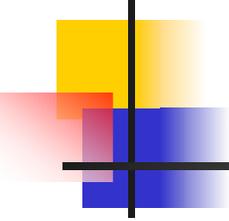
- **Know Your Audience**
- **Basic PR: Messages and Proof Points**
- **Designing a Promotions Plan**
- **Dealing with the Media**
- **Guerilla Marketing: Make it Happen!**



Know Your Audience



- Think like your recruits!
 - What would entice *them* to join?
 - How to reach this *specific* group?
- The one person to convince first
- Anticipate questions (FAQ)
- Cutting through the clutter



Basic PR: Messages And Proof Points

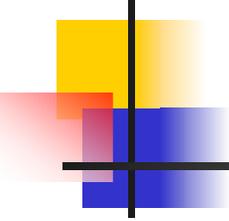
- **A “Message” is your main idea:**
 - We need an MRC in our area.

- **A “Proof Point” is the evidence:**
 - Disasters can happen anytime.
 - We could have used an MRC for...

- **Limit number of messages (3?)**

- **Be concise and clear; stay “on message”**

- **Can have several proof points per message**



Designing a Promotions Plan

Start with GOALS!

Building Alliances

Budgets, Schedules, and Visions

Structuring a Web Site

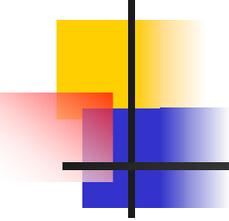
Posters, Brochures, and Newsletters

Planning a Mass Mailing

Conducting an Information Session

Consider a Video

Reach Out Through the Media



Dealing with the Media

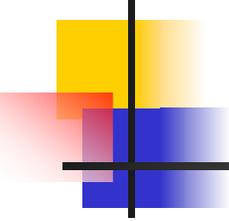
General Concepts: Editors and Reporters

- *We need* the media! (Think 9-11)
- Some consider this role a calling
- Telling the truth vs. selling papers
- They're your friends, not your publicists

Media Do's and Don'ts

- DO "roll out the red carpet"
- DO provide your main points in writing
- DON'T back down on commitments!

Consider all channels: TV, Radio, Newspaper, Internet



Guerilla Marketing

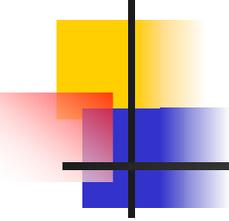
Seek creative ways to get the word out

- Poster campaign (Doctor's Day)
- Involvement in affiliated efforts (WBZ)
- Leverage other programs (CERT, EMT)
- Use your RAS

Get a good digital camera!

Aim for outcomes where "everybody wins"

Be proud of your MRC: Spread the Word!



GOOD LUCK!

Contact us if we can help:

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