



Publicizing Your Program

On your flyer and/or other PR materials:

- Use your logo(s)
- Use two fonts – serif & san-serif
- Use at least a size 12 font
- Have a headline
- Use subheadings
- On the web, use an “F” format for writing and left-align it – with main sentences at the top of the page and then mid-way down.
- Incorporate bullet points
- Include:
 - ✓ Artwork/graphics and lots of white space
 - ✓ The 5 w’s & h: who, what, where, why, when and how
 - ✓ Cost
 - ✓ Contact info with email AND phone
 - ✓ Lots of white space
- Make sure someone proofs it (preferably someone who doesn’t know anything about it)



Places to Publicize

- Post notices on social media sites such as Facebook, Twitter and Instagram. Many towns have Facebook groups dedicated to community information. Ask each organization on your leadership team to post on its social media “pages” and encourage individuals to post as well. Make sure to “like” and “share” one another’s publicity posts to maximize the program exposure.
- Create and send a press release to local news outlets (both printed and online).
- Leave postcards in local businesses which older adults frequent.
- Post flyers around town.
- Include info on local cablevision and radio

- Email information about the program to:
 - Senior centers
 - Churches, synagogues and other places of worship
 - Town Hall or Town website
 - Schools: guidance counselor offices, PTO
 - Park and recreation offices

Posting Flyers

Consider posting flyers at the following locations for older people:

- Senior centers – at the community bulletin board or with the outreach coordinator
- Hospitals
- Political offices
- Libraries
- Churches, synagogues and other places of worship
- Gyms
- Community centers such as the YMCA or Boys and Girls clubs
- Community groups such as the Kiwanis or Elks Lodge
- Park and Recreation offices
- Town hall or Town website
- Coffee shop community boards
- Assisted living facilities
- Senior housing
- Historical societies
- Nail salons and other local businesses

For the youth participants, consider posting flyers at the following locations:

- Schools: guidance counselor offices, school clinics, adjustment counselor offices, PTO bulletin boards, general bulletin boards
- Churches, synagogues, and other places of worship
- Pediatricians' offices
- Libraries
- Gyms
- Community centers like YMCA or Boys and Girls club
- Park and recreation offices