

Non-Profit Volunteer's Guide to Marketing & Public Relations

Making the Most of Promoting and Publicizing Your Event

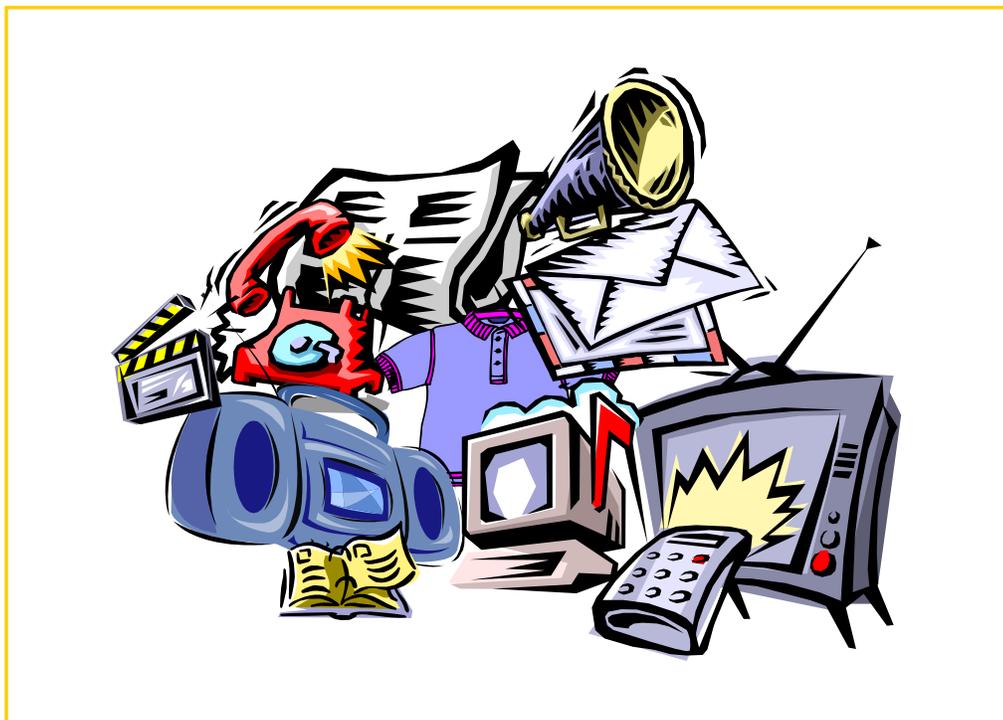


Table of Contents

Introduction	3
Why Market a Project?	4
Advance Marketing	6
Advance Marketing Worksheet.....	7
Sample Sponsorship Letter and Agreement	9
Planning For Publicity	13
Gathering Information	14
Public Relations Worksheet.....	15
Press Release Organization	16
Sample Press Release	17
Sample PSA (30 seconds).....	18
Scheduling Your Publicity	19
E-mail Campaigning.....	20
Producing Collateral	21
Design.....	21
Production & Distribution	23
Internal Communications	24
Evaluating Your Public Relations Efforts.....	25

Introduction

The origins of this public relations and marketing guide go back to 1995, when I served as president of the Rockville, Maryland, Junior Chamber of Commerce. As a graduate in mass communications, and practicing professional in PR, many of the duties of publicizing the organization fell to me. And since I'm also a "volunteer junkie" as time went on I found myself performing many of these functions for a variety of non-profit and service groups.

Lots of my fellow volunteers wanted to learn more about how to effectively publicize and promote events, the organizations they serve, and the missions they advocate. The first version of this guide was born in 2000, as I worked with The Charlotte Jaycees, and even throughout the current version you will find many references to the projects the organization conducts. The chapter's involvement with other non-profit organizations that face similar challenges led us to conclude that this guide for PR and marketing would benefit any number of organizations who rely on volunteers to take care of this critical function.

Special thanks to Al Martine, who helped bring the first version to life, and to Erin Payton and Bryan Paschal, whose questions and special expertise helped me find the holes and fill them with useful practical information.

With warm regards and best wishes for your PR success,

Connie Giordano
The Right Words



Why Market a Project?

Every good project starts with a good idea. Great projects take hard work in identifying keys to success, and then making the most of them. What's the goal, who are the audiences, how do we reach them, and how much will it cost to reach them? Answer these questions, and you have the foundation necessary to market and promote your project, and your chapter.

The nature of the project may dictate a number of marketing activities that should take place far in advance of the project. Identifying sponsors and soliciting donations can be a big factor for some of the organization's marquee projects such as the Charlotte Jaycees' Haunted House, Outstanding Young Charlotteans, Uptown Chocolate Affair, and the Cowbell Classic. But large or small, marketing should be a factor in every project we conduct.

The public relations you conduct for your project are part of the larger PR effort of your organization. The objectives can vary from project to project but overall the goal is to reach and influence one or more of the following:

- Potential Donors
- Friends
- New and prospective members
- Current members

One of the organization's objectives is to be highly visible within the community, and that requires high visibility with the media that reach the community. Your project's objective may also include fundraising, partnerships with other organizations, and image-building.

This training guide offers tips and worksheets to help you get started.

1. Gather your project information.
2. Identify your audience(s).
3. Prioritize the most newsworthy information, and determine a hook
4. Determine the best media to promote the event.
5. Gather data for electronic and direct mail.
6. Draft direct mail (sponsorship) packages.
7. Draft your press releases and PSAs (Public Service Announcements).
8. Draft e-mail campaign.
9. Design collateral.
10. Internal communications.
11. Draft media advisories and alerts
12. Produce and disseminate publicity and collateral.
13. Run Your Project.
14. Evaluate PR in the context of your project.

Split these tasks among the project committee members as it suits the available resources and interests of the members. Some volunteers may already have experience in one or more areas, others may want to learn the new skills involved.

Advance Marketing

Projects that require sponsorships, partnerships, and a great deal of exposure need a marketing component that is set and executed well in advance of the project. When you are looking for partners and donors, the key is to identify and communicate a win-win scenario to this potential audience. With a good planning guide or project plan, you already know what the organization and members get out of the project. Now you need to figure out what a business or other organization will get out of working with you on the project.

Brainstorm with your committee and/or your supervising officer and director, or staff of the organization to answer the following questions:

Advance Marketing Worksheet

1. Who is the audience for the project?
2. What kind of organizations want to reach this audience?
3. What are the features and benefits of the project for these organizations?
4. What would the organizations be willing to contribute to the project (money, materials, manpower, mailing lists, etc.)?
5. What is the chapter willing to exchange with the organizations for their contributions?
6. What is the best way to communicate with these organizations?
7. What is your timeline for getting commitments from these organizations?
8. How are you going to follow up with these organizations during planning and after the project?

Note that the answers to these questions are also useful information to include the planning guide for the project—particularly for determining resources, the project timeline, and financial requirements.

Chances are that you have figured out you must present a written request, with follow up by telephone, or cold-calling prospective donors and partners. That means you have to identify a list of donors with mailing and telephone information. Check with your supervising officer and director, look at planning guides for previous projects, or other large projects to see what kind of lists already exist. Set up a spreadsheet to track information that includes the following:

- Organization Name
- Contact Name
- Contact's Title
- Organization address
- Organization telephone
- Organization fax number
- Organization website address
- Date of first contact
- Date of follow-up
- Results
- Next Step
- Comments

If you choose to send out a proposal package, consider including the following items:

- Letter of Request
 - Name of the project
 - Theme
 - Background
 - Benefits of the project to the organization
 - Needs (call to action)
 - Thanks for interest
 - Contact person with email and telephone information
- Sponsorship Agreement
- Sample of promotional material



P.O. Box 31072
Charlotte, NC 28231
<http://www.charlottejaycees.org>

Sample Sponsorship Letter and Agreement

June 17, 2002

Dear Charlotte Community Supporter:

What's "Your Worst Nightmare"? No customers? Lower Sales? A faltering community? In few short weeks, planning begins for "Your Worst Nightmare: Monster Mayhem 2002" at McAlpine Park, and the Charlotte Jaycees invite you to be a part of the scare of a lifetime.

Celebrating its 29th year, the Charlotte Jaycees Haunted House is a Halloween tradition in Charlotte, and marks one of the best opportunities available to promote your product or service to your prime prospects in the Charlotte area, while enhancing your image as a civic sponsor.

Funds raised from Monster Mayhem 2002 go to support numerous community and leadership training projects conducted by the Charlotte Jaycees, including:

- Mayor's Mentoring Alliance
- Communities In Schools
- Hugh O'Brien Youth Leadership Conference
- Catawba Lands Conservancy
- Duke Comprehensive Cancer Treatment Center
- North Carolina Jaycees Burn Center
- Cystic Fibrosis Foundation
- The Jaycee Foundation Leadership Institute

The Charlotte Jaycees, founded in 1929, is Charlotte's premiere civic, social and leadership organization for men and women between the ages of 21 and 39. We provide thousands of hours of community service to the greater Charlotte area, while offering our members key business and management skills training, social opportunities and networking opportunities, all in an atmosphere of friendship, fun and enthusiasm.

"Your Worst Nightmare: Monster Mayhem 2002" will receive wide exposure through the local media, schools and the Internet. We are offering several sponsorship packages designed to meet your promotions objectives and budget:

- **Spook Sponsor (\$25):** sponsor a spook within the Monster Mayhem haunted house and receive a company or organization listing on the Monster Mayhem website and on promotional flyers.
- **Creepy Chaos (\$50):** Double the number of spooks sponsored, and receive Spook Sponsor benefits, plus logo inclusion on flyers, and print advertising and two tickets to any night of the 2002 Monster Mayhem haunted house.

- **Haunted Havoc (\$100):** Support construction and operation of Monster Mayhem and receive Creepy Chaos benefits, plus linkover from the Monster Mayhem website, inclusion in broadcast advertising, business card advertising in two issues of the Charlotte Jaycees newsletter, two admissions to a special media/sponsor night and five tickets to any night of the 2002 Haunted House.
- **Titanic Terror (\$250):** Support spooks, construction and operation of Monster Mayhem 2002 and receive Haunted Havoc benefits, plus business card advertising in 12 issues of The Charlotte Citizen, six months listing as a corporate sponsor on www.charlottejaycees.org, five admissions to media/sponsor night and 10 tickets to any night of the 2002 Haunted House.
- **Maximum Mayhem (\$500):** Become a sole sponsor of a room within Monster Mayhem and receive Haunted Havoc benefits plus room sponsorship signage outside the house, couponing opportunity, 15 tickets to any night of the 2002 Monster Mayhem Haunted House, a special spotlight feature link on the Charlotte Jaycees homepage, and 12 months' listing as a corporate sponsor on www.charlottejaycees.org.

A “Your Worst Nightmare: Monster Mayhem 2002” sponsorship agreement is enclosed. To take advantage of any of the packages, complete the agreement and mail it with a check made payable to the Charlotte Jaycees/Monster Mayhem 2002, to the post office box listed above.

Feel free to contact us if you have any questions about the Charlotte Jaycees, sponsorship of Monster Mayhem, or other sponsorship opportunities.

Thank you for your support.

Connie P. Giordano
Promotions Director
Your Worst Nightmare: Monster Mayhem 2002
704-540-9985
704-957-8450 (c)

Your Worst Nightmare: Monster Mayhem 2002 Sponsorship Agreement

29th annual Haunted House

Produced by The Charlotte Jaycees

- Yes, we want to participate! (check the package below).
 - Spook Sponsor (\$25):** company or organization listing on the Monster Mayhem website and on promotional flyers.
 - Creepy Chaos (\$50):** Spook Sponsor benefits, plus logo inclusion on flyers, and print advertising and two tickets to any night of the 2001 Monster Mayhem haunted house.
 - Haunted Havoc (\$100):** Creepy Chaos benefits, plus linkover from Monster Mayhem website, inclusion in broadcast advertising, business card advertising in two issues of the Charlotte Jaycees newsletter, and five tickets to any night of the 2001 Haunted House.
 - Titanic Terror (\$250):** Haunted Havoc benefits, plus business card advertising in 12 issues of The Charlotte Citizen, six months listing as a corporate sponsor on www.charlottejaycees.org, five admissions to media/sponsor night and 10 tickets to any night of the 2002 Haunted House.
 - Maximum Mayhem (room sponsor) (\$500):** Haunted Havoc benefits plus room sponsorship signage outside the house, couponing opportunity, 10 tickets to any night of the 2001 Monster Mayhem haunted house, and listing as a corporate sponsor on the Charlotte Jaycees home page--www.charlottejaycees.org.

Company/Organization Name _____

Address _____

Contact Name _____ Title _____

Telephone _____ Fax _____

Web Address _____ Email _____

- Contact me about other sponsorship opportunities.
- Contact me about corporate memberships for employees.

Signature _____ Date _____

Complete this agreement and mail a copy, with a check made payable to:

The Charlotte Jaycees
Your Worst Nightmare: Monster Mayhem 2002
P.O. Box 31072
Charlotte, NC 28231

NOTE: if you are purchasing a package that includes display of your logo, enclose a camera-ready copy, or email an electronic version (GIF, JPG or TIF format preferred) to rightwords@msn.com.

Telephone Follow-up

A script or set of talking points for cold-calling and telephone follow-up is extremely helpful, particularly for any committee member who may not have done much of this kind of solicitation before. At a minimum, it should include the following:

- Identify yourself
- Identify your organization
- Tell them why you are calling (project, date, location, and if it's follow-up to recent mailing, etc)
- Ask if the respondent has a few moments to hear about it
- Describe the project
- Describe the needs
- Describe the benefits
- Ask for the donation
- Ask if they have any questions
- Tell them what follow-up will be done
- Thank them for their time



Planning For Publicity

Like all aspects of planning and running a project, successful publicizing of your project requires advance planning, preparing a schedule, delivering the product and evaluating the result.

The publicity aspect of the project should incorporate the following steps:

1. Prioritize the most newsworthy information, and determine a hook
2. Determine the best media to promote the event.
3. Draft your press releases and PSAs (Public Service Announcements).
4. Draft media advisories and alerts.
5. Disseminate publicity.
6. Track the results in the context of the project.



Gathering Information

It's easy to lose track of details that may become important newsworthy aspects of your project. Use your project plan as a starting point, and brainstorm with your committee to make sure you haven't missed key information. To write good press releases and PSA's you must answer the 5W's and 1H of journalism—who, what, when, where, why and how.

Put yourself in the assignment editor's shoes—what would interest the readers, listeners, or viewers the most? Then step into the role of news consumer—if this project sounds interesting, what do I need to know to get the benefit of the project? Remember, personalities and conflicts tell a better story than statistics, so get behind the numbers of your project to find the most interesting story to tell.

Use the following worksheet to help your prioritize the information about your project, before you start drafting releases. Each project is unique, so the information may or may not apply in your project. For example, what you want to accomplish with the Haunted House is very different from an annual awards banquet, or a fundraising 5K, and what people need to know about seminar program is different from what they require for a first-time community fundraiser.

Public Relations Worksheet

Who				
✓ If applies	Potential Who's	Specifics for Your Project	Information Priority (1-5)	Information Hook?
	The chapter			
	Officers			
	Recipients			
	Beneficiaries			
	Sponsors			
	Individuals in the community			
	Individual Chapter members			
What				
✓ If applies	Potential What's	Specifics for Your Project	Information Priority (1-5)	Information Hook?
	An event			
	An award			
	Goals of project			
	News			
	Miscellaneous announcements			
	Quotes			
When				
✓ If applies	Examples	Specifics for Your Project	Information Priority (1-5)	Information Hook?
	Date and Time			
	Rain Date			
	Annual or regular			
Where				
✓ If applies	Potential Where's	Specifics for Your Project	Information Priority (1-5)	Information Hook?
	Location			
Why				
✓ If applies	Potential Why's	Specifics for Your Project	Information Priority (1-5)	Information Hook?
	Goal of event			
	Needs being met by project			
	Reason for recognition			
	Quotes			

How				
✓ If applies	Potential How's	Specifics for Your Project	Information Priority (1-5)	Information Hook?
	Logistics			
	Directions			
	Cost			
	Proceeds			
	Quotes			

The items that receive a 1 in Information Priority are the most important 5 W's and 1 H. Use these to draft your lead paragraph.

The information hook is that one piece of information that best grabs the reader's (listener's or viewer's) attention. It is what you determine will be the most likely thing that hooks the media into covering the event, and public into participating. The hook can often be a judgment call, based on the best intuition and consensus among your project committee members.

Press Release Organization

1. Logo, P.O. Box, Phone number and web address (upper right corner)
2. Two contacts with phone numbers and email (if available)
3. Release Timing (For Immediate Release, Media Advisory, Media Alert) and Date
4. Headline
5. Dateline and Lead paragraph
6. Prioritized paragraphs of additional information and supporting quotes
7. -more- (centered) if going to a second page
8. Standard summary paragraph
9. ### or -30- to indicate the end of the release (centered)

Sample Press Release

Contact: Project Chair, phone number, e-mail
Supervising Officer, phone number e-mail

For Immediate Release

February 1, 2001

SIXTH ANNUAL UPTOWN CHOCOLATE AFFAIR TO BENEFIT DUKE COMPREHENSIVE CANCER CENTER

Charlotte, NC – The Charlotte Jaycees usher in the season of romance on February 14 by presenting the Sixth Annual Uptown Chocolate Affair to benefit Duke Comprehensive Cancer Center.

For a ticket price of \$7, customers can sample the wares of more than a dozen restaurants and chocolatiers at the chocolate buffet extravaganza at the First Union Atrium in uptown Charlotte, from 11:30 am to 1:00 pm. The price includes a small gift box allowing customers to create a unique holiday gift.

“Despite the progress made in the treatment of cancer, it remains the second leading cause of death in the U.S.,” says Jundie Cadiena, president of the Charlotte Jaycees. “The Uptown Chocolate Affair not only allows us to provide financial support for the efforts of the Duke Cancer Center, but also allows us to raise awareness of this vital health issue.”

Sponsors of the Uptown Chocolate Affair include Prudential Securities and Bouley Printing of Charlotte.

The Charlotte Jaycees, now in its 72nd year, provides leadership training through community service to young men and women between 21 and 39 who live or work in Charlotte and surrounding communities. In addition to the Uptown Chocolate Affair, the Charlotte Jaycees produce numerous fundraising events to support local charities including the Mayor’s Mentoring Alliance, Hugh O’Brien Youth Leadership Seminar, and the North Carolina Jaycees Burn Center. The organization also offers a variety of business and leadership training programs and an extensive calendar of social and networking activities.

###

Sample PSA (30 seconds)

Contact: Connie Giordano, 704-540-9985, rightwords@msn.com
Al Martine, 704-536-3937, almartine@yahoo.com

March 28, 2001

PSA
30 s

CHASE THE COWBELL WITH THE CHARLOTTE JAYCEES AND SOUTH PARK CYCLES ON SATURDAY APRIL 7TH AT THE CATAWBA RIVERFRONT PARK AND SUPPORT THE DUKE COMPREHENSIVE CANCER TREATMENT CENTER.

THE COWBELL CLASSIC IS A MOUNTAIN BIKE RIDE FOR EVERYONE. ENJOY THE CAROLINA SKYS, LUNCH AND DEMONSTRATIONS WHILE RIDING ONE OF THE BEST COURSES IN CHARLOTTE.

RAISE THE MOST MONEY, GET THE COWBELL
REGISTRATION FORMS AVAILABLE ONLINE OR AT SOUTH PARK CYCLES.

REGISTRATION STARTS AT 7 AM; RIDES BEGIN AT 9:30. CALL SOUTH PARK CYCLES AT 704-522-7006 OR GO TO CHARLOTTEJAYCEES.ORG FOR MORE INFORMATION. CHASE THE BELL FOR CANCER, THE COWBELL CLASSIC, APRIL 7TH AT CATAWBA RIVERFRONT PARK.

15 S

CHASE THE COWBELL WITH THE CHARLOTTE JAYCEES AND SOUTH PARK CYCLES ON SATURDAY APRIL 7TH AT THE CATAWBA RIVERFRONT PARK AND SUPPORT THE DUKE COMPREHENSIVE CANCER TREATMENT CENTER.

CHASE THE BELL FOR CANCER; CALL SOUTH PARK CYCLES OR GO ONLINE AT CHARLOTTEJAYCEES.ORG.

THE COWBELL CLASSIC BIKE RIDE, APRIL 7TH AT CATAWBA RIVERFRONT PARK.



Scheduling Your Publicity

Scheduling distribution of press releases and PSAs can make the difference between getting media coverage, and wondering what happened to the crowd you expected.

- Four weeks in advance: For Immediate Release. Especially important for long-range print media (magazines and special sections of newspapers), and television.
- Two weeks in advance: For Immediate Release. Follow-up releases to weekly/daily print media and radio/TV.
- One week in advance: Media Advisory. General summary information only that generates media interest and reminds them of the project. Limit to one to two paragraphs including your highest priority information.
- One day in advance: Media Alert: Fax or email typically works best, so make sure that your media outlets will accept fax or email formats of press notifications.

Where long-range planning is possible (for annual events especially), you should prepare items for community calendars, Chamber of Commerce publications, Parks & Recreation and tourism guides. Lead time on these outlets is often very long--six months or more, so check with your supervising officer to get more information as to whether your project has been submitted.

Major websites are also great outlets for submission of project information. Check on guidelines for submission to citysearch.com, gocarolinas.com, and others.

Letters to the Editor and Op/Ed pieces are two other types of publicity frequently overlooked, and can be valuable ways to thank the community at large, or bring attention to an issue of concern to the chapter that your project may impact.



E-mail Campaigning

An e-mail campaign is an excellent way to build interest in an event, promote attendance, solicit volunteers, and even solicit donations. Like all other aspects of marketing and PR, you need to consider timing, potential interest and providing complete and accurate information.

The e-mail list is the most critical aspect of planning this part of a campaign. If your organization produces an on-line newsletter or regularly updates its website, then you can use both to solicit interest in signing up for email information. If you purchase your email list, make sure to do so from a reputable organization, and keep in mind that no matter how current your list, some addresses are going to be out of date.

When constructing an email for mass distribution, consider the following:

- Subject line should be succinct, eye-catching and complete so that people scanning their mailbox will be less likely to delete without reading.
- Contents should provide the answers to the 5 Ws and 1H.
- Not all email readers work the same way, and not all email recipients use the same format. Consider an HTML version and a plain-text version.
- Provide links to websites with more information, and other means of contacting the organizers.
- Provide a means for the recipient to unsubscribe.
- Insert addresses in the BCC: box, not the To: box. This reduces the opportunity for spammers to harvest e-mail addresses, and alerts the recipient that you recognize the value of their privacy.



Producing Collateral

Collateral refers to any item used to promote your project—everything from flyers and posters, to t-shirts, caps or key chains, or direct mail items that need postage. Again, advance planning is key, it takes time to print or silkscreen, and the Post Office can't always be counted on to deliver your postcards the day after you mail them.

Decide what you want to have in order to plan when you need to have it. Factors to keep in mind when choosing your collateral include:

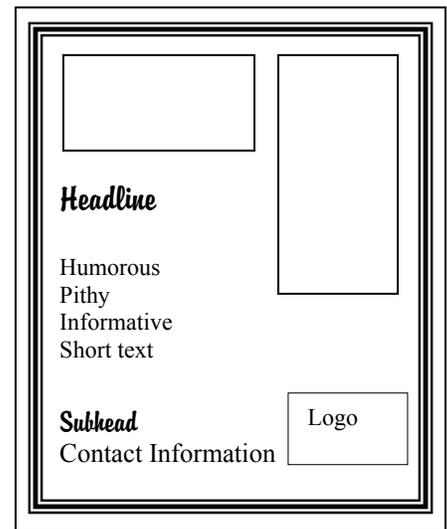
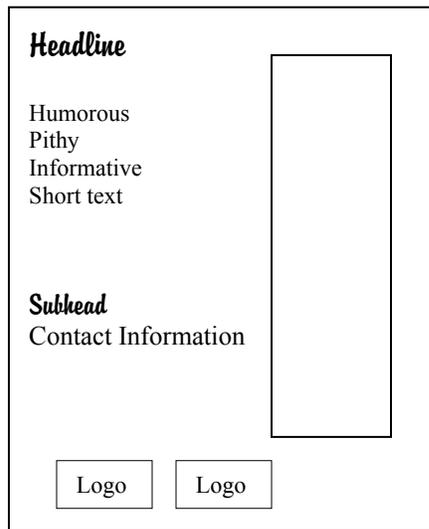
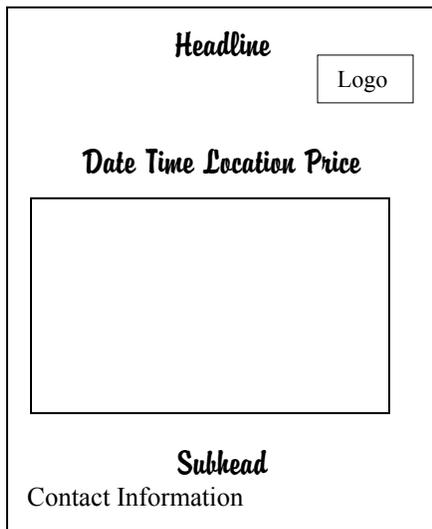
- **The nature of the event:** (outdoors vs. indoors, casual vs. dressy, meeting, fundraiser, etc) impacts what items will work best. T-shirts and hats would work well for Cowbell Classic and Haunted House, but pens and key chains would be more practical for an ID college.
- **Scheduling of the event:** is your project still six months away? Or does it happen in two weeks? You can get flyers and posters for something in the short-term, but keep in mind that you still have to distribute them.
- **Expected Participation:** You'll need several hundred boxes for an event like the Uptown Chocolate Affair, but the Haunted House usually restricts T-shirts to people staffing the event. You might want 100 champagne flutes for the DSA or 1000 T-shirts for the Cowbell Classic
- **Budget:** color printing costs significantly more than black and white. If you are promoting by direct mail, you must consider postage and label costs as well. Some vendors may be able to quote price breaks for different quantities of items. Some vendors may donate all or part of the production cost, but your budget should take this into consideration.

Design

Designing flyers and posters can be one of the most creative and fun aspects of promoting your project, and with a few basic pointers, the sky's the limit.

- Use standard sizes wherever possible for flyers and posters:
 - 5.5 x 8.5
 - 8.5 x 11
 - 11 x17
 - 18 x 24
- Postcards: use USPS standards for postcard sizes to keep postage costs to a minimum.
- Premiums: work with your vendor to determine the size and format of the artwork you need to provide.
- Web pages: Contact the webmaster for information on how your event web page can be included on the chapter site. Sponsoring organizations should be linked, and you should get links from their sites. Basic layout will be similar to poster or flyer layouts.

- Provide basic 5W and 1H information on flyers and posters. Use your PR worksheet to determine what needs to be included.
- Use the Charlotte Jaycees logo, and get permission to use the logo(s) of sponsoring organizations.
- Think about an event logo if it's appropriate. Haunted House, HOBY, and Cowbell Classic are among the projects that have their own logos
- Design your flyers/posters/postcards with:
 - No more than two fonts
 - Adequate white space to prevent cluttering
 - Appropriate and well-designed borders, clip art or photos
 - Eye-catching but not distracting layout of elements
 - Short, pithy and entertaining text
- If design or desktop publishing software is available, don't be afraid to use the templates available. They have been created with basic design principles in mind.
- The layouts below are just samples, you can vary these designs as appropriate





Production & Distribution

Once you know what you will produce, then you have to get it done, and get it out. Work closely with your vendors to determine what they need—electronic files, or camera-ready hard copy, transparencies or negatives—and what formats are acceptable.

Have someone other than the person creating the piece proofread it carefully. Typos are a way of life, and it is nearly impossible to catch everything if you are the person who created it. Printing vendors usually provide a proof copy or “blue line” and will ask you to sign off when it is ready to be printed.

Distribution of flyers and posters is critical. In-person visits to local businesses are a great way to get flyers posted in storefronts. Some businesses may even be willing to include a small flyer or card when bagging purchases. Always ask permission, and politely thank the business even if they cannot post a flyer for you.

Take time to consider the best way to distribute the collateral on the day of the event. T-shirts, mugs, hats, etc., must be stored until the event. Supplies of the item must be secured while they are being distributed to prevent “walkaways”.



Internal Communications

Promoting your project within the chapter is just as important as the marketing of it externally. In addition to posters, flyers, premiums and other collateral, plan for the following internal communications tasks:

- Newsletter articles: write short articles well in advance if you are looking for manpower for planning and logistics. Work with the newsletter editor to create a feature article for the month in which your project happens.
- Links on the chapter website: Announcements, calendar items, and links to separate web pages can be created.
- Handouts and flyers at meetings: Include the manpower contacts, areas of greatest need, and the potential benefits to the members who participate
- Meeting announcements: Make them short, entertaining, and creative. Skits, props, music and special effects are great aids, and you should plan to use them closer to your project date.
- E-mail messages: Short entertaining, and to the point requests for assistance, manpower, contacts, etc.
- Post-project thank you's: Include thanks to all volunteers and sponsors/contributors in wrapup articles and meeting announcements. If you have incentives for participating, here's where you get to be the hero and hand them out.



Evaluating Your Public Relations Efforts

Find out how you did in order to improve the PR effort on the next project. While you may not have time or resources to conduct a formal survey, you can find out some information that will help you and other volunteers plan for the future.

- Clippings of articles
- Log of radio and TV mentions
- Check with the members to see when and where they heard about it
- Ask a few attendees at the project how they found out about it

Summarize this information and your evaluation as part of the project plan to be passed onto the next person who chairs the project.