



Project Planning Guide

Phase One-Starting Out

- ❑ Organize your project
- ❑ Name your committee coordinators
- ❑ Delegate/explain jobs
- ❑ Identify & Confirm Media Contacts

Phase Two-Initial Awareness

- ❑ Poster Flyer Distribution in the Community
- ❑ Press Release #1 Sent to Media
- ❑ 60 Second PSA sent to radio stations
- ❑ Media Follow up
- ❑ Flyers distributed to members of the organization
- ❑ Organize speakers circuit
- ❑ Host kick-off party
- ❑ Display Flag or Banner set in the community

Phase Three- Promotion Continued

- ❑ Press Release #2 Sent to Media
- ❑ 30 Second PSA sent to radio stations
- ❑ Media Follow-up
- ❑ Flyers sent to organization's mailing list
- ❑ Follow-up sales effort-Send letter to local businesses
- ❑ Speak at local group meetings

Phase Four- Project Wrap-Up

- ❑ Tally total sales
- ❑ Reward Sellers
- ❑ Press release #3 sent to media
- ❑ Write thank you notes
- ❑ Complete evaluation form