



Suggested Publicity Resources



In order to build awareness of your service project, we find it helps to advertise. Below are options that have benefited other organizations who have completed service projects on behalf of Project Night Night.

- ❑ **Contact Local Newspaper.....**
Many newspapers donate free advertising space to nonprofit organizations. Please provide them with our Federal Tax ID #20-2877016.
- ❑ **Distribute Brochures.....**
Many local business will display brochures upon request. Please describe your drive so that the business owner and his or her employees can answer any questions that may arise later.
- ❑ **Post Flyers.....**
Some suggested locations include gyms, community centers, churches, libraries, supermarkets, schools, coffee shops, and parks.
- ❑ **Post Information on Craigslist.org.....**
Craigslist.org allows the free posting of information. We have found success when listing the event in the “Community” section of the website. Please note, you may need to repost multiple times during your drive in order to keep the listing current.
- ❑ **Contact Local Radio Stations.....**
As with local newspapers, local radio stations often donate air time for nonprofit organizations. Please provide them with our Federal Tax ID #20-2877016.
- ❑ **Send Informative Email to Members.....**
Use email to spread the word about your drive. In order to comply with anti-spam laws, please send email only to your members and other individuals who have a pre-existing relationship with your organization. It is fine to request that they forward the email to other individuals in their own address books.