

## Marketing and P.R. Resources

**Mailings-** Create an exhaustive mailing List (personal contacts, daycare providers, potential funding sources, home school groups)

---

---

---

---

---

---

---

### Newspapers and Magazines

- Name \_\_\_\_\_  
Editor \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Website \_\_\_\_\_  
Expectations/ Terms of Agreement \_\_\_\_\_  
\_\_\_\_\_
- Name \_\_\_\_\_  
Editor \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Website \_\_\_\_\_  
Expectations/ Terms of Agreement \_\_\_\_\_  
\_\_\_\_\_
- Name \_\_\_\_\_  
Editor \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Website \_\_\_\_\_  
Expectations/ Terms of Agreement \_\_\_\_\_  
\_\_\_\_\_

**Radio**

<b>Station</b>	<b>Contact</b>	<b>Paid advertising</b>	<b>PSA</b>

**On-line Resources**

	<b>Name</b>	<b>Contact</b>	<b>Notes</b>
Website Developer			
Community Home Page			
On-line Calendars			
Link to Pages			
Social Media			

**Libraries: bulletin boards, brochures, attend special events, art displays**

<b>Library</b>	<b>Contact</b>	<b>Story Hour Time</b>	<b>Who</b>

## **Fliers and Brochures**

Make an exhaustive list on a manila envelope for fliers, in order of location. Have a volunteer post all over town. This is a great community service project for middle or high school students!

- Schools ; Daycare Providers
- Extra-curricular Activities (dance, gymnastics, music, etc.)
- Businesses and Store Fronts
- Libraries
- Churches
- Community Center; Senior Center
- Medical Facilities, including dental and optical
- OB-GYN; Childbirth Educators
- Hair Salons
- Grocery Stores/ Food Co-ops
- Work Places

## **Presentations at Civic Groups** *(possible scholarship fund/ sponsorship)*

- \_\_\_\_\_  
Contact: \_\_\_\_\_  
Meeting Time: \_\_\_\_\_
- \_\_\_\_\_  
Contact: \_\_\_\_\_  
Meeting Time: \_\_\_\_\_
- \_\_\_\_\_  
Contact: \_\_\_\_\_  
Meeting Time: \_\_\_\_\_
- \_\_\_\_\_  
Contact: \_\_\_\_\_  
Meeting Time: \_\_\_\_\_

**Area Festivals and Parades**

<b>Festivals</b>	<b>Town</b>	<b>Date</b>	<b>Contact Person</b>	<b>Deadline</b>	<b>Fee</b>
<b>Parades</b>					

**Venues for Public Education**

- Newspaper column
- Newsletters
- Journal Article
- Early Childhood Education Programs
- Childcare Council
- Cooperative Extension

**Other Ideas:**

Playbills for chorus concerts, school and community productions, events, etc.

---

---

---

## Marketing & P.R. Calendar

Looking ahead to events through the year makes it easier to plan marketing strategy, and prepare materials for registrations, festivals, holidays, and other special events. If all goes well, within a few years you will be able to rely more on word of mouth.

January	February	March
April	May	June
July	August	September
October	November	December