



BUILDING  
PUBLIC  
AWARENESS



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## Acknowledgements

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- » Volunteer Red Deer
- » Community Associations of Red Deer
- » Red Deer Arts Council
- » Red Deer and District Community Foundation
- » Red Deer Cultural Heritage Society
- » The City of Red Deer Social Planning Department
- » The City of Red Deer Recreation, Parks & Culture Department



As a result of a significant department re-organization in 2006, The City of Red Deer's Recreation, Parks & Culture Department began increasing its focus on community development and community engagement. As a result, the Department committed to working with and providing support to community volunteer-based organizations by responding to their needs and expressed priorities. In consultation with the Department, a number of groups have identified a strong need and desire to increase their profile and better convey their messages to the public. As a result, this tool kit has been developed to assist in this work.

## What's Inside

The tool kit includes a planning template for public awareness activities and campaigns. There are also lists of and links to resources available in Red Deer and beyond. Finally, there are links to other tools and forms that have been developed in Red Deer to support not-for-profit groups that wish to increase the public's awareness of the work they do and the programs and services they offer.

## Definition

**Building Public Awareness** – The process of increasing the community's consciousness and understanding of the organization. An organization may wish to build awareness by informing:

- » the general public about its purpose/mandate and/or
- » potential clients or users about services and resources available and/or
- » potential audiences about special events/performances/exhibits and/or
- » volunteers about opportunities to be involved in the organization and/or
- » potential funders, donors or corporate sponsors about opportunities to contribute to or support the organization.

**"The goal is to create attractive and motivating exchanges with our target audience."**



# Planning Template

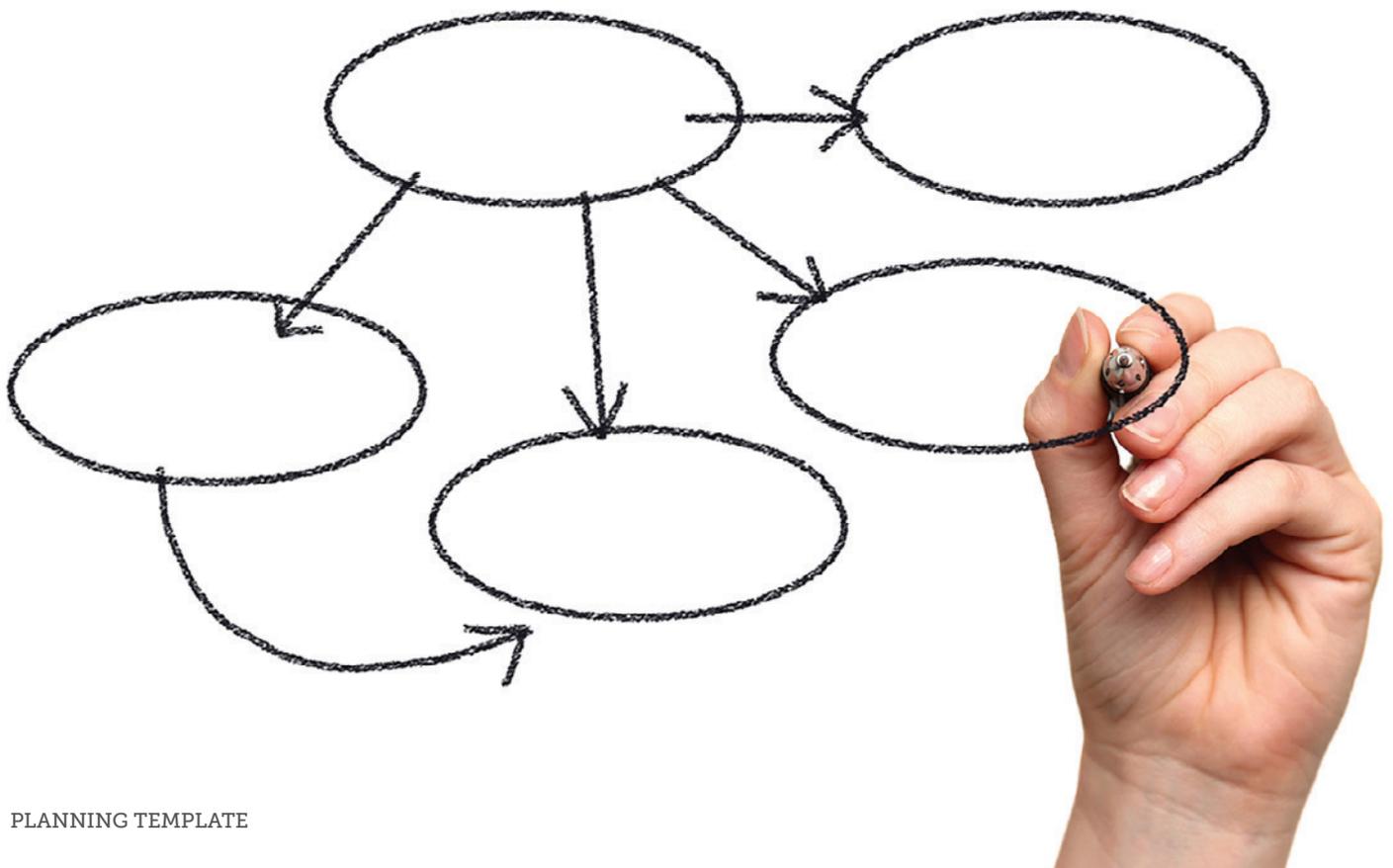
Not-for-profit groups have limited resources, so every dollar counts — and so does every hour. As a result, investing time in developing a thoughtful plan for your public awareness campaign just makes sense.

*The following steps will help guide you to a successful campaign:*

- Step one:** Establish Overall Purpose, Objectives, and Outcomes
- Step two:** Collect Initial Information
- Step three:** Identify the Audience

- Step four:** Decide on Your Key Message
- Step five:** Select the Actions/Activities
- Step six:** Select the Communication Tools
- Step seven:** Develop a Plan
- Step eight:** Evaluate and Celebrate

*At the back of this document you will find a working example that goes through all of the steps in sequence as it follows the workings of a fictional group called the “Good Neighbours Committee.”*





## Step One: Establish Overall Purpose, Objectives, & Outcomes

When planning to promote an organization, event, or service, it's helpful to begin by clarifying the overall purpose for the campaign. What is the issue or the reason for the campaign? Why do you want to raise public awareness?

If this is a general marketing and promotion plan for the year, the purposes will usually be quite broad. A more targeted campaign might focus on particular individuals and/or promote a particular activity or event and/or send a particular message.

### Examples:

- » General: Increase the overall number of members in your organization.
- » Specific: Encourage more new Canadians to get involved in your organization.
- » General: Show the community how your organization helps to protect the environment.
- » Specific: Encourage children to develop good water conservation practices.
- » General: Publicize your season of concerts.
- » Specific: Attract youth to a concert that would be of particular interest to them.
- » General: Help the public understand what your organization does to reduce homelessness.
- » Specific: Demonstrate to downtown businesses the value of continuing to support a particular project.

### Ask yourself

*(It may be helpful to find answers to some or all of these questions at this time.)*

What do we want people to do or demonstrate as a result of our campaign?

- understand an idea that's important to us and our mandate
- get excited about what we do and pass this excitement on to others
- attend an event or program
- use one of our ongoing services whose numbers have been declining lately
- remember our organization when they discover they need it
- try out a new product, program, or service
- volunteer with us
- donate something we need (money or in-kind resources)
- advocate for our group with politicians
- other: \_\_\_\_\_

It can also be helpful to identify smaller campaign objectives at this time. This helps you break down the larger task into more manageable chunks.

And finally, imagine what the end result(s) will be. What would change because of the campaign? Write two to five statements that would describe those changes.

## Step Two: Collect Initial Information

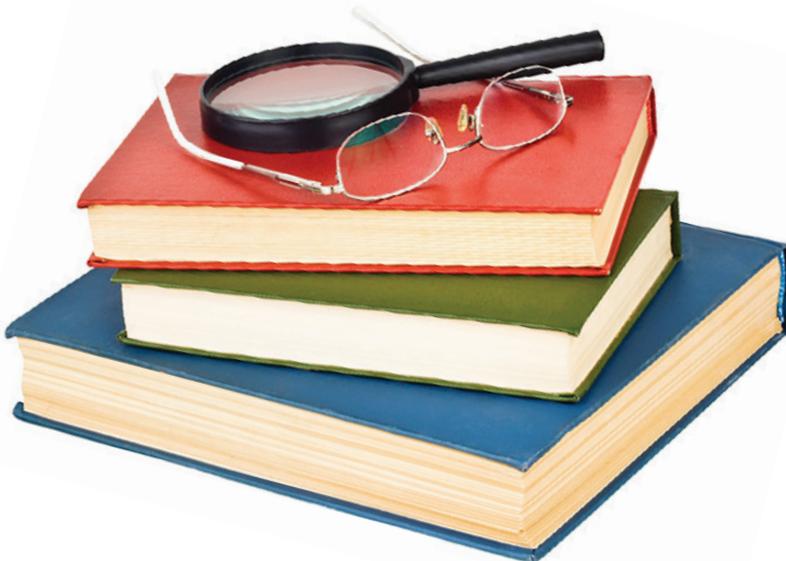
At this stage, it may be useful to collect some initial information. This may involve doing some research and thinking about the logistics. You may also want to:

- » learn about the products, services, events, or other items being promoted
- » learn about other similar products, services, or events also available in the community or elsewhere
- » do research to find similar approaches to promoting this product, service, or event that have been successful in your area and beyond
- » estimate the overall resources (money and people) you think it's reasonable to use for this project
- » begin to think about who might be potential partners
- » identify the current level of awareness regarding your product, service, or event

### Ask yourself

*(It may be helpful to find answers to some or all of these questions at this time.)*

- What should be in place before we go much further?
- What else is going on in our group and the community that might affect our plans?
- What exactly are we promoting?
- Do we have all the information we need about the event/service/activity/concept?
- Are there other similar events/services/activities available in Red Deer?
- Have similar campaigns been undertaken elsewhere?
- How much are we willing to spend?
- How much staff and/or volunteer time should we use?
- Who are possible partners – including people, organizations, and businesses?
- Who might be willing to support or sponsor us?
- What are some potential challenges we might face?
- What else do we need to know before we begin?



## Step Three: Identify the Audience

Is this a general campaign or are there particular people you want to reach? Public awareness campaigns are generally most successful if they are designed with a specific audience in mind. Sometimes these people will be identified by their membership in a particular demographic group and sometimes by special interests.

When creating marketing and promotion materials, it is important to be clear about the target audience(s) so that the marketing and promotion strategies can be tailored to particular group(s). For example, many websites include special sections with headings like: For Parents, For Educators, or For Children. These sections of the website then use appropriate approaches and language that would appeal to that group.

### Ask yourself

*(It may be helpful to find answers to some or all of these questions at this time.)*

- ❑ Who do you want to reach with this campaign?

### Simple demographics:

- » families with school age children
- » couples without children
- » singles
- » seniors
- » teens
- » children
- » young adults
- » other: \_\_\_\_\_

### People with special interests:

Examples might be: business owners, teachers, people who have never been involved with the group before, people who want to be more healthy, people with roles in government, people who are concerned about an issue, health care professionals, pet owners, people living in one part of the community, immigrants etc.





## Step Four: Decide on Your Key Message

Designers of effective public awareness campaigns identify one or two key messages that they want to communicate to the audience(s) they've selected. Once a group decides on the overall purpose of the campaign and identifies the audience(s) they wish to reach, the group can design a campaign around a key message (which often acts as a memorable slogan). For example, one Canadian group has developed a campaign that encourages youth to get involved in democracy by voting and becoming informed. Their key message (and the name of their group): "Apathy is Boring!"

There are a variety of sources for key messages. These will, of course, differ depending on the audience and depending on whether the group is involved in arts and culture, community associations, environment, or recreation and sports. Sources to help you decide on your key message(s) appear in the Appendix.

### Ask yourself

*(It may be helpful to find answers to some or all of these questions at this time.)*

- Do you want to inform, influence, or persuade your audience?
- What tone do you want to take? (Eg. Serious, breezy, humorous, etc.)
- What do you want people to remember?
- What emotions do you want people to feel?
- You plan to send a twitter message (or a telegram) of seven words or less describing what you want to say to your audience. What would you say?

## Step Five: Select the Actions/Activities

Review your overall purpose and objectives, the audience(s) you want to reach, and the key message(s) you want to get across. What actions or activities would make sense? Take time first to brainstorm lots of ideas. Consider promotions campaigns you have encountered or heard about. What components did you think were effective or interesting? You may find it helpful to review the lists of communication tools in Step Six when you are looking for ideas.

Once you have a list of ideas, consider which:

- » fit best with the audience(s) you've chosen
- » support the message you've chosen
- » can be completed within the budget you've set
- » excite and motivate your staff and volunteers
- » can be implemented effectively given the expertise of your staff, volunteers, and partners.

### Ask yourself

*(It may be helpful to find answers to some or all of these questions at this time.)*

- What actions would help communicate our message best?
- What would appeal to the people we want to reach?
- What would excite and motivate our staff and volunteers?
- What would be the best use of our money and people?

## Step Six: Select the Communication Tools

There are a variety of communication tools that can help get your messages across. Depending on the audience you are hoping to reach, one or more of these tools may be most suitable.

The following lists identify:

- » general communications tools,
- » selected social media tools, and
- » communication tools available in Central Alberta.

### Ask yourself

*(It may be helpful to find answers to some or all of these questions at this time.)*

- Which tools are most likely to appeal to your target audience?
- Which tools offer the best result for a reasonable amount of money?
- Which tools can you afford – in both time and money?
- Do you have the expertise so that the product looks reasonably professional? (If not, can you afford to hire someone else?)

## General Communication Tools

Tool	Description
Brochures	Promoting the group generally or to promote particular programs or activities.
Bus Advertising	Including ads on the backs and sides of buses.
Emails	Promoting initiatives and events to a list of individuals who have expressed interest or who you think might be interested. (But use caution. Don't invade the privacy of individuals if they haven't given permission to use their email address for this kind of promotion.)
Events	Promoting the group and its activities – demonstrate its effectiveness, build excitement about belonging, etc. (Potential tool: the Event Planning Template created for community associations)
Farmers Market	Market Including individual or joint booths or busking (performing).
Games/Puzzles/ Quizzes/Contests	Using games (crossword, word search, etc.) to promote interest in your group or some aspect of it. (Eg. Familiarize children with street names in your neighbourhood using a word search game.) These are often seen in interactive websites.
Image Library	Offering images related to your organization that can be used by educators, students, or others.
Information or Fact Sheets	Inform people about a topic of interest. (Eg. Neighbourhood safety, environmental impact, etc.)

## General Communication Tools

Tool	Description
Outdoor Advertising	Including transit shelters, billboards, area maps, benches, etc.
Post Cards	Usually promoting a particular program or activity. These can be left in central locations (like Red Deer Public Library) and/or specific locations (like doctors offices). Or they can be mailed to individuals on a mailing list.
Posters	To promote particular events or programs. Posted in central locations and/or specific locations.
Person-to-Person	Word of mouth is still one of the most effective forms of marketing and promotion.
Presentations	Promoting the group or its programs or services to another group that might be interested and/or supportive. (Eg. Professionals at a meeting, service clubs, etc.)
Print Media	To promote your group or an initiative through ads and stories in newspapers and magazines.
Public Service Announcements	A brief announcement of facts pertaining to the public sent to local media contains the answers to Who, What, Where, When, Why.
News Release	An article sent to the media to prompt stories or highlight events and happenings and may contain quotes and key messaging.
Quotes/Success Stories	Quotes or interviews with individuals to include in promotional material (print or other media).
Radio/TV	Arrange for ads and propose stories that tell the general public about the group or initiative.
Shelf Talker (or Shelf Screamer)	A printed card or sign on a store shelf that draws attention to information related to a product being sold. (This might relate to health, environmental impact, etc.)
Signs/Ads	In buildings, on buses, on area maps at subdivision entrances, etc.
Social Media/ Social Networking	Using interactive technologies (such as Facebook, twitter, YouTube, Wordpress, etc.) to create engagement with your potential audience.
Stickers/Decals	For car, fridge, or phone with key information like a website address or a key marketing message.
Videos	Promoting activities, events, or introducing the group.
Web Portal	A central web location for a coalition of groups. (Eg. All neighbourhoods in the City with links to individual sites.)
Websites	For an individual group, and sometimes for even a particular campaign.

## Selected Social Media Communication Tools

Tool	Description
Banner Ads & Buttons	Banners and buttons about your group that can be downloaded onto other websites.
Blogs	A website or section of a website that includes regularly updated information and postings on a topic of interest. This might include announcements, invitations, public awareness promotions, advocacy campaigns, and more. Graphics and/or video may also be included.
Facebook	A social networking site that can be used by organizations to share information about their group. It can be particularly useful to organizations that want to contact individuals with invitations to special events.
Flickr	An on-line photo management and sharing tool that allows individuals and groups to organize, edit, and share photographs. The service is also widely used to host images that are embedded in blogs and other social media.
MySpace	A social networking site with many of the same features as Facebook.
RSS Feeds	Groups that create websites with regularly updated information can build in RSS feeds to interact automatically with people who want to receive the latest news. RSS feeds contain a summary of the content from a website or the full text. By subscribing to RSS, individuals receive regular updates of new information from websites or blogs or other sources. An example that shows how a website can help educate its viewers on this feature can be found at: <a href="http://www.ottawa.ca/rss/feeds/index_en.html">www.ottawa.ca/rss/feeds/index_en.html</a>
Twitter	A social networking and micro-blogging service. Users send and read messages (or tweets) of 140 characters or less. This has been used effectively by some groups to remind individuals about upcoming special events or performances and to do fundraising.
YouTube	A website that allows people to share videos with the world. If they are registered with YouTube, groups can upload and share videos to the site.
Videos	On websites or on the computer for projection in presentations.
Wordpress	A free publishing platform that allows groups to create websites or blogs. There are many other similar free and low cost platforms.

*Note: There are a wide variety of other tools that might be used with very particular marketing and promotion campaigns, such as [Kickstarter.com](http://Kickstarter.com) (a "funding platform for artists, designers, filmmakers, musicians, journalists, inventors...")*

## Step Seven: Develop a Plan

Now it's time to decide who will do what and when. Break the project down into small easily doable tasks and list everything that will be required. It's often helpful to be as specific as you can and to check that the people who are named are willing and able to do their part within the time frame.

Don't forget to include plans for how you will evaluate your promotional efforts.

## Step Eight: Evaluate and Celebrate

Now is the time to evaluate and celebrate your efforts! You will already have plans in place for the evaluation. If possible, collect the information you need as soon as possible while the campaign is still fresh.

Celebrations can be formal or informal. Be sure to thank your sponsors and partners.

*(It may be helpful to find answers to some or all of these questions at this time.)*

- How did we do?
- Did we meet our objectives?
- What could we do next time to make it even better?
- Who do we need to thank?
- How shall we celebrate?



## Working Example

Throughout this section, we will use an example to illustrate how each step might work. Our fictional group is called the “Good Neighbours Committee” which includes individuals from across Red Deer.

Individual neighbourhood and community associations will be offering a variety of activities during Great Neighbourhoods Week. The committee has been asked to develop a public awareness campaign leading up to and then following Great Neighbours Week. The campaign could promote individual events that are planned. But because each neighbourhood group will be promoting its own events in that part of the community, the committee has decided to focus more generally on what would help develop and enhance neighbour relationships throughout the year.

### Example: Good Neighbours Committee

#### Step One: Establish Overall Purpose, Objectives and Outcomes

The group considered the following possible purposes:

- » encourage people to attend events during Great Neighbourhoods Week
- » encourage neighbours to get to know one another at other times of the year
- » introduce the “Thank You, Neighbour!” cards
- » encourage neighbours to have fun together
- » promote low-cost neighbourhood resources such as the Community Associations, Neighbourhood Watch, etc.
- » increase the commitment to neighbourhood safety

#### Overall Purpose:

After some discussion and debate, we decided that our overall purpose for this campaign is to:

- » Encourage neighbours to get to know and appreciate one another.

#### Main Campaign Objectives:

- » Offer neighbours good reasons to get to know each other.
- » Suggest ways to get involved with neighbours, including (but not limited to) attendance at Great Neighbourhoods Week events.
- » Offer ways for neighbours to communicate their appreciation to each other.

#### Outcomes:

- » People who don’t know many of their neighbours or who are new to the neighbourhood are prompted to get to know one another.
- » Neighbours have tools for expressing their appreciation to one another.
- » People who might not normally show up are encouraged to attend Great Neighbourhoods Week.



## Step Two: Collect initial Information

### What are we promoting?

We want to focus very specifically on two things:

#### 1. *How and why people get to know their neighbours –*

There are lots of resources already available on our website, but they are not being used much. Therefore, we want to begin by increasing traffic to our website. We want to ensure that people know how to find the website and are encouraged to use it. We especially want to prompt groups to use our Block Party Tool Kit. While we aren't promoting individual "Great Neighbourhoods Week" activities, we will provide information about these events as attendance could be one way to get to know your neighbours.

#### 2. *How to communicate appreciation to your neighbours –*

We are hoping people tell their neighbours that they appreciate them. Our main focus here will likely be on the "Thank You, Neighbour!" cards which are available to download from the website. We may discover other ideas as we go.

### What other information do we need?

We want to use low-cost publications to help get our message across. We don't know what these are, but we will use the Promotions Tool Kit to identify these and other sources. To ensure our efforts are coordinated, we will need to interact regularly with the Community Associations and The City as they are organizing the individual and community-wide Great Neighbourhood Week events.

### What resources (money and in-kind donations)

### do we have (or can we get)?

**Money:** We plan to spend approximately \$3,000 – \$4,000 on the campaign. In our group's annual budget, we have already saved \$1,500 from the ABC Foundation grant and \$1,000 from the XYZ Service Club donation for this campaign. Therefore we will need to raise or arrange for in-kind donations of approximately \$500 – \$1,500.

**In-Kind:** We have the contacts for prizes if we decide to run a contest. Gina has a contact at a local print shop who might be willing to give us a good deal on printing or even do some extra printing for us. We can get our message across through a number of Community Association newsletters and other low- and no-cost publications that are going to print in the next few months.

### What people resources do we have?

The committee members are prepared to invest significant time to this major campaign. Jane can put information up on our website, but we may need to find a new volunteer or hire a designer for some of the print materials. We will ask for support from a City of Red Deer Community & Program Facilitator as we develop our plans.

### Who are potential partners and sponsors so far?

- » The City of Red Deer
- » Community Associations of Red Deer
- » Central Alberta Immigrant Women Association
- » Central Alberta Refuge Effort
- » Central Alberta realtors and property managers
- » Red Deer and District Community Foundation
- » Red Deer Public Library
- » Schools
- » XYZ Printing Company

What are some other related promotional initiatives?

Manuel has done a search for similar initiatives and has given us a list of websites to check out. He suggests that the websites from Halifax, Nova Scotia and Portland, Oregon are especially useful and New Zealand's Neighbours Day Aotearoa could inspire new ideas. We will all review them before we move forward.

### Step Three: Identify the Audience

Possible audiences:

- » anyone who lives in Red Deer
- » newcomers to the community
- » new Canadians
- » people who don't know their neighbours
- » busy families that don't feel they have time to get to know their neighbours
- » seniors still in their own home who are feeling isolated

Great Neighbourhoods Week is open to anyone who lives in Red Deer. However, the committee has decided that it's particularly important to reach people who:

- » aren't fully connected into the community yet and/or
- » don't know many of their neighbours (for a variety of reasons).

We think these people may need extra incentive or information to connect with their neighbours. (Attending one of the Great Neighbourhoods Week events might be a great way to make the first connection.)

### Step Four: Decide on Your Key Messages

We want this to be a fun and upbeat message that fits with the fun activities that are always planned for Great Neighbourhoods Week. We want people to feel inspired to meet and appreciate their neighbours throughout the year.

First and most important, we want to communicate that getting to know your neighbours can improve the quality of life for individuals and the neighbourhood because it helps people feel like they belong, they're safe, and they're part of the community. In other words, they feel better because they know their neighbours.

Second, we know that there are lots of demands on people's time. We want people to know that getting involved with neighbours is a good use of their time as there are some very concrete benefits to getting to know the neighbours.

Third, we hope people will want to communicate their appreciation to their neighbours.

*Marketing message: "Get out and ENJOY your Neighbourhood"*

#### **E** engage

Engage with your neighbours by attending one of the Great Neighbourhoods Week Events in your Neighbourhood.

#### **N** network

Network with your new neighbours by giving them the New to the Neighbourhood Package.

#### **J** join

Join your neighbours in planning a block party or considering starting a Block Action Group.

#### **O** opportunities

Opportunities to get to know your neighbourhood are all around you, explore them or create them.

#### **Y** you

You are a good neighbour and Great Neighbourhoods begin with You.

## Step Five: Select the Actions/Activities

**Overall Purpose: Encourage neighbours to get to know and appreciate one another**

Campaign Objectives	Actions/Activities
Identify reasons to get involved with neighbours.	<ul style="list-style-type: none"> <li>▪ “Get Out and ENJOY Your Neighbourhood” photo challenge campaign highlighting why it’s great to know your neighbours. Solicit photos of smiling neighbours with captions that offer a variety of reasons why people are glad they know their neighbours. Create a montage of these images and post it to YouTube.</li> </ul>
Offer ways to get involved with neighbours, including (but not limited to) attendance at Great Neighbourhoods Week events.	<ul style="list-style-type: none"> <li>▪ Encourage the use of the website to find other ways to get involved with neighbours.</li> <li>▪ Promote the Block Party tool kits. Encourage neighbours to plan a party with a theme and submit the idea. Offer several \$50 prizes (and other donated prizes?) to assist with making their event happen. Categories might be the most imaginative and/or exciting and/or fun theme. (Perhaps include a voting mechanism on the website so people in the community can vote for their favourite theme.)</li> <li>▪ Develop a central information source on our website for Great Neighbourhoods Week events and activities.</li> </ul>
Offer ways to communicate appreciation to neighbours.	<ul style="list-style-type: none"> <li>▪ Great Neighbour Gratitude” campaign – featuring letters from children to their neighbours thanking them for how they’ve made the lives of their families better.</li> <li>▪ Promotion of “Thank You, Neighbour!” cards.</li> </ul>



## Step Six: Select the Communication Tools

**Overall Purpose: Encourage neighbours to get to know and appreciate one another**

Campaign Objectives	Actions/Activities	Communication Tools
Identify reasons to get involved with neighbours.	Create a “Get out and enjoy your neighbourhood” photo challenge. Call for pictures of neighbours smiling. The captions offer a variety of reasons why people are glad they know their neighbours. (November to June)	<ul style="list-style-type: none"> <li>▪ Post the photo challenge (including several samples) on our website.</li> <li>▪ Send one page announcement of the photo challenge and results to Volunteer Red Deer Community Connector Newsletter, Community Association websites and newsletters, as well as local agencies, CARE (Central Alberta Refugee Effort) and CAIWA (Central Alberta Immigrant Women’s Association).</li> <li>▪ Send PSA announcing the contest and the contest results to all Central Alberta media.</li> <li>▪ Post the photo montage to YouTube.</li> <li>▪ Ask Red Deer Public Library, Red Deer &amp; District Community Foundation, The City of Red Deer and other community players if they would be willing to feature the initial challenge and the YouTube video on their websites.</li> </ul>
Offer ways to get involved with neighbours, including attendance at Great Neighbourhoods Week events.	Develop a central information source for Great Neighbourhoods Week events and activities. (February to May)	<ul style="list-style-type: none"> <li>▪ Create a page on our website with links to individual activities. These will be arranged by neighbourhood.</li> <li>▪ Use the Volunteer Red Deer Community Connector, Community Association websites and newsletters, and other media to promote this page.</li> <li>▪ Create a PSA announcing the week and drawing attention to the information on our website. Send this PSA to all local media, including radio, Shaw Cable, and newspapers.</li> </ul>
	Encourage the use of our website to find other ways to get involved with neighbours. (March to September)	<ul style="list-style-type: none"> <li>▪ Create post cards (with images from the photo challenge). Include our slogan and our website address on the front. Include a list of some of the ways to get involved with neighbours on the back. Ask realtors, property managers, individuals working with immigrants, and others in the community to distribute the post cards.</li> </ul>

Campaign Objectives	Actions/Activities	Communication Tools
	Promote the Block Party Tool Kits. Encourage blocks to plan a party. Offer several \$50 prizes to assist with the event.	<ul style="list-style-type: none"> <li>▪ Send contest information to community associations for their websites and newsletters.</li> <li>▪ Send PSAs to local media. Look for a radio station to sponsor and publicize the event.</li> </ul>
Offer ways to communicate appreciation to neighbours.	“Great Neighbour Gratitude” campaign – featuring letters from children to their neighbours thanking them for how they’ve made the lives of their family better.	<ul style="list-style-type: none"> <li>▪ Publicize the campaign using our website, Volunteer Red Deer Community Connector Newsletter, Community Association websites and newsletters, and local media.</li> <li>▪ Ask local newspaper to feature a “best letter” each day on the local or editorial page for two weeks leading up to and the week of the Great Neighbourhoods Week events.</li> </ul>
	Promotion of “Thank You, Neighbour!” cards.	<ul style="list-style-type: none"> <li>▪ Make these cards available on our website for downloading.</li> <li>▪ Sell the cards at break-even cost to realtors and property managers as gifts for newcomers to Red Deer.</li> <li>▪ Sell cards at break-even cost to local not-for-profit organizations that work with newcomers to the community.</li> </ul>



## Step Seven: Develop a Plan

Here is a sample action plan for the “Get Out and ENJOY Your Neighbourhood” Photo Challenge. Manuel will be taking the lead on this.

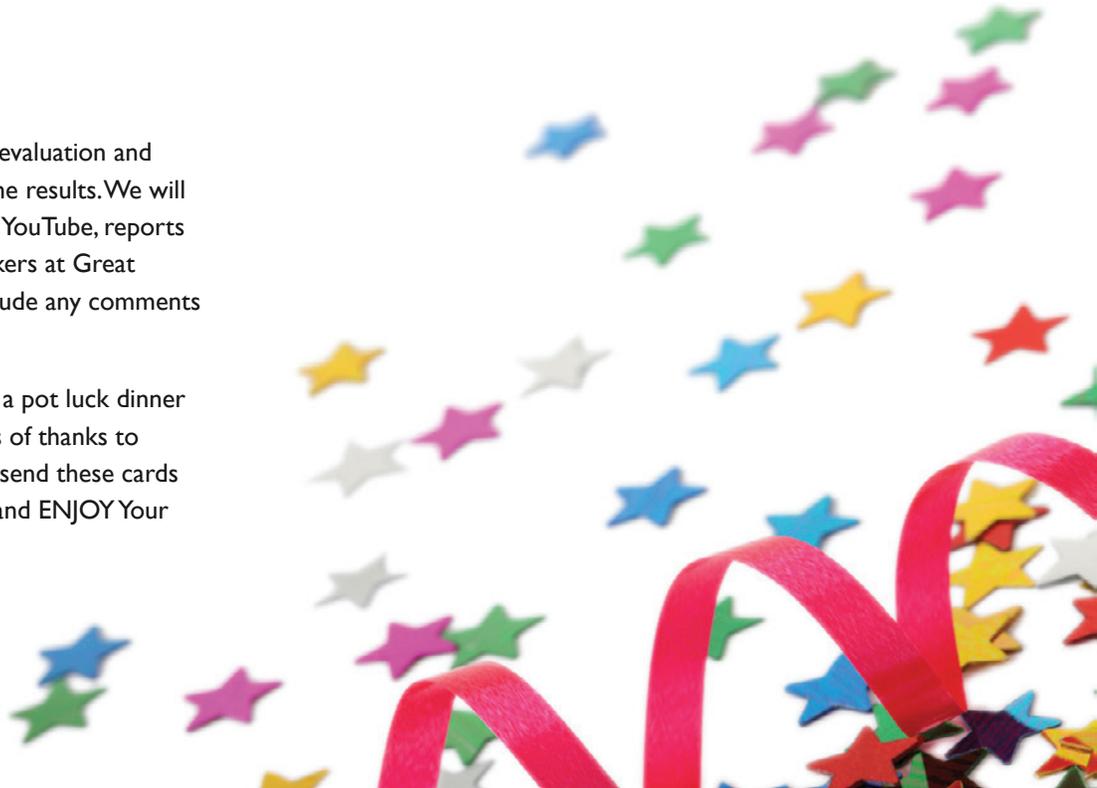
Get Out and <u>ENJOY</u> Your Neighbourhood		
Action	Due Date	Who
Develop plans, check proposed budget, arrange early logistics. Begin planning for evaluation.	Nov 15	Manuel
Approach possible funders, sponsors about donations. Finalize the budget.	Dec 31	Manuel/ Colleen
Write up procedures for the photo challenge. Create release forms for people to get signed when submitting photos of their neighbours.	Dec 15	Colleen
Ask Red Deer Public Library, Red Deer & District Community Foundation, The City of Red Deer & others if they would include a link to the campaign on their websites.	Dec 15	Gina
Write up promotional material including one page for our website & PSAs for local media. Write special invitations to members of the Red Deer Photographic Society & local businesses that take photographs or sell photographic equipment.	Jan 20	Rob
Evaluation: Arrange to track the number of people who visit the web page & who vote. Track how many people visit the YouTube video. Ask partners to track statistics too. Ask organizers of Great Neighbourhoods Week events to ask if people were inspired by the “Get Out and ENJOY Your Neighbourhood” campaign. Collect their responses.	Jan 30 - May 30	Manuel/Jane
Post the challenge on our website. Create an interactive section where people can vote for their favourite images once they are posted. Include a feedback section where people submit their response to the images.	Jan 30	Jane
Send the link to our website to partners who have agreed to feature it on their websites.	Jan 30	Gina
Distribute promotional material and special invitations. Send out PSAs to local media.	Feb 1	Colleen
Sort image as they come in. Make sure that release forms are complete for all submissions.	ongoing	Gina

Action	Due Date	Who
Review images. Select the ones that will be used on the website in our image gallery & those to be used in the YouTube video.	April 15	Committee
Create the video for YouTube & review it with the Committee.	April 23	Jane
Post the YouTube video.	April 24	Jane
Post images to our image gallery & post a link to the YouTube video on our website.	April 25	Jane/Rob
Send the links to partners for their websites.	April 26	Gina
Write up & send out PSA about the image gallery & YouTube video with links to our website (at least three weeks before Great Neighbourhoods Week).	May 1	Rob/Colleen
Collect information for our evaluation. Write a short (one page or less!) report summarizing our efforts & the results.	June 5	Manuel/Jane/ Rob
Send information about the event to media and/or thank you "letter to the editor".	Mid-June	Manuel
Celebrate with a pot luck lunch after the final meeting related to this project. Get committee to sign cards of thanks to our sponsors. Send the cards along with the short report.	Mid-June	Manuel/All!

## Step Eight: Evaluate and Celebrate

Rob will compile the results of our evaluation and write a short report summarizing the results. We will use statistics from the websites and YouTube, reports from Community Associations workers at Great Neighbourhoods Week. We will include any comments we receive on the website.

In early June, we will celebrate with a pot luck dinner after the meeting. We will sign cards of thanks to our sponsors and partners. We will send these cards along with our one page "Get Out and ENJOY Your Neighbourhood" report.



## Communication Tools in Central Alberta

Tool	Description/Contact
Volunteer Red Deer Community Connector	Weekly email newsletter with information about upcoming activities and events in the not-for-profit and volunteer world. <a href="http://www.volunteerreddeer.ca">www.volunteerreddeer.ca</a>
Website	Host websites for not-for-profit organizations.
The City of Red Deer Community Services Activity Guide	Produced by the Community Services division of the City of Red Deer, this publication outlining community events and activities throughout the City comes out in mid-December, mid-March and mid-August. There is a special advertising rate for not-for-profit groups. <a href="http://www.reddeer.ca">www.reddeer.ca</a> – Search under “Community Services Activity Guide”
The City of Red Deer recreation facilities (Red Deer Kinex the Arena, Recreation Centre, Collicutt Centre, etc.)	Bulletin boards at recreation facilities feature information about community events.
The City of Red Deer website	For City-sponsored events.
CKUA Alberta Arts & Culture Events Listing	A web-based arts and culture event listing. <a href="http://www.ckua.org/pages/submiteventlisting">www.ckua.org/pages/submiteventlisting</a>
Coffee News	Weekly publication that appears in local coffee shops and other businesses in Red Deer.
Community Association websites & newsletters	Contact information for these groups can be found at: <a href="http://www.reddeer.ca">www.reddeer.ca</a> (Search under “community groups and resources.”)
Culture Services bulletin board	A bulletin board at The City of Red Deer’s Culture Services Centre that features information about community arts and culture initiatives.
Downtown Business Association electronic newsletter & website	Includes information about activities and event that will take place downtown. <a href="http://www.downtownreddeer.com">www.downtownreddeer.com</a>
Red Deer and CKUA radio stations & their websites	For a list of radio stations go to: <a href="http://www.reddeer.com/local-info/news">www.reddeer.com/local-info/news</a>
Red Deer Community Events Calendar	A web-based calendar of events in Red Deer produced collaboratively by The City of Red Deer, the Downtown Business Association, Tourism Red Deer, and Volunteer Red Deer. <a href="http://www.reddeerevents.ca">www.reddeerevents.ca</a>
Red Deer County News	A monthly newspaper delivered to County residents and ratepayers published by Red Deer County. <a href="http://www.rdcountry.ca/news/county-newsletter">www.rdcountry.ca/news/county-newsletter</a>

Tool	Description/Contact
Red Deer's Child Magazine	A local magazine published six times a year with a focus on activities or services for children and families. <a href="http://www.reddeerschild.com">www.reddeerschild.com</a> / Email: <a href="mailto:gryphonadmin@telus.net">gryphonadmin@telus.net</a>
Red Deer newspapers including their websites	Red Deer Advocate (including Central Alberta Life & Red Deer Life) <a href="http://www.albertalocalnews.com/reddeeradvocate">www.albertalocalnews.com/reddeeradvocate</a>  Red Deer Express – <a href="http://www.albertalocalnews.com/reddeerexpress">www.albertalocalnews.com/reddeerexpress</a>
Tourism Red Deer	A web-based calendar of events in Red Deer produced by Tourism Red Deer. <a href="http://www.tourismreddeer.net">www.tourismreddeer.net</a> – Click on “Events”, then “Events Calendar”
The Scene	A Red Deer arts & entertainment guide published mid-week of the first full week of every month. – <a href="http://www.reddeerscene.com">www.reddeerscene.com</a>
Shaw Cable	Channel 10 programming includes local stories and announcements about local events and activities. – Phone: 403-340-6449

## Art/Artists & Photographs/Photographers

Tool	Description/Contact
Art Galleries	Go to <a href="http://www.reddeer.ca">www.reddeer.ca</a> and search for “Gallery Guide”.
Photographers	Look up Red Deer photographers in the yellow pages or on the web.
Red Deer Arts Council	Send an email query to <a href="mailto:rdalliedarts@gmail.com">rdalliedarts@gmail.com</a>
Red Deer & District Archives	Go to <a href="http://www.reddeer.ca">www.reddeer.ca</a> and search for “Red Deer and District Archives”.

Use these resources to find local artists and photographers whose images you may be able to use in your promotions material.

NOTE: The City of Red Deer Culture Services Department recommends that you use the CARFAC fee structure when calculating fees for the use of artists' images. ([www.carcc.ca/feeschedules](http://www.carcc.ca/feeschedules))

## Businesses/Consultants

There are many businesses and consultants involved in marketing and promotion. It's useful to ask if they have done work for not-for-profit groups and if they have special rates for these groups.

Look for these individuals and organizations under the following headings in the yellow pages and/or on the web. (You may also find it helpful to ask other staff and volunteers with other not-for-profit groups for recommendations.)

- » Advertising Firms
- » Communications and Public Relations
- » Graphic Design
- » Marketing and Promotion (retail products)
- » Printing (production, copy, and duplicating services)
- » Sign and Display Production
- » Social Media Development
- » Web Development and Hosting
- » Writing/Editing

## Print (Books & Articles) and People Support

You will find print resources to help you in your promotional efforts at Red Deer Public Library ([www.rdpl.org](http://www.rdpl.org)). A staff member from Reference Services may be especially helpful. (Call 403-346-2100.)

Community and Program Facilitators with The City of Red Deer can point you to people who might be able to assist. They also have access to excellent resources from their small libraries of books.



If you are involved in...	Contact	Phone
an arts, culture, or heritage group	The City's Culture Services	403-309-4091
a social agency and group	The City's Social Planning	403-309-8411
an environmental group	The City's Recreation Centre	403-309-8411
a sports or recreation group	The City's Recreation Centre	403-309-8411
a community or neighbourhood group	The City's Recreation Centre	403-309-8411

## Computers/Software

There is a range of software for in-house production, including Microsoft Publisher for basic users, as well as Adobe Indesign, Quark Express, and Adobe Photoshop for more advanced work.

You can create your own website using free or low cost tools, including (but not limited to) Shaw Webspaces, Telus Webspaces, Ning.com, Subdramer.com, and OtherPeoplesPixels (for artists).

## Image and Font Banks

A wide range of images are available on the web. However, many are copyrighted. To ensure that you are using material that is free from copyright, you can use a clip art service. (Search the web under “free clip art”.) You may also wish to subscribe to a service that provides images for a price. (An example would be “iStock Photo”.) Search the web for these services under “stock photos”, “image banks”, or “stock images”.



# Sources for Key Messages

## Arts Groups:

The following materials found on the web may assist in creating specific marketing messages:

- » **The Benefits Catalogue**  
Built around 8 key messages about the benefits of recreation and sports.  
[www.benefitshub.ca](http://www.benefitshub.ca)
- » **Valuing Culture**  
Measuring and Understanding Canada's Creative Economy (Conference Board of Canada in collaboration with Canadian Heritage, 2008)  
[www.conferenceboard.ca/documents](http://www.conferenceboard.ca/documents)
- » **Social Effects of Culture**  
Exploratory Statistical Evidence  
[www.canadacouncil.ca/publications\\_e/research](http://www.canadacouncil.ca/publications_e/research)

## Community & Neighbourhood Associations:

### General:

The following websites or documents found on the web offer information that may assist in creating specific marketing messages:

- » **The Benefits Catalogue**  
Built around 8 key messages about the benefits of recreation and sports.  
[www.benefitshub.ca](http://www.benefitshub.ca)

### Specific:

Community Associations may want to focus their campaigns on one or more of the following benefits:

Community Associations offer people the opportunity to experience:

- » exercise, fitness, and sport activities
- » relaxation and stress reduction activities
- » open space and access to nature
- » time with children/family
- » pleasure and enjoyment and play
- » connections with neighbours – a sense of belonging
- » getting to know new people
- » programs for all ages
- » increased safety that comes from neighbours knowing one another
- » special events
- » having a voice related to city planning issues that affect the area
- » information through newsletters or other sources
- » member discounts and deals
- » facility rentals
- » contributing to improving the quality of life in the neighbourhood

## Environment Groups:

The following website offers information that may assist in creating specific marketing messages:

- » **Save Our Environment**

Links to 19 environmental organizations that have invested in a collaborative effort to use the Internet to get their message across. A review of these websites will offer a wide variety of key messages  
[www.saveourevironment.org](http://www.saveourevironment.org)



## Recreation & Sport Groups:

The following websites or documents found on the web offer information that may assist in creating specific marketing messages:

- » **The Benefits Catalogue**

Built around 8 key messages about the benefits of recreation and sports.  
[www.benefitshub.ca](http://www.benefitshub.ca)

- » **What Sport Can Do: the True Sport Report**

Canadian Centre for Ethics and Sport  
[www.truesportpur.ca](http://www.truesportpur.ca)



A sample event planning tool is included here:

## Event Planning Tool

Name of Event \_\_\_\_\_

Date \_\_\_\_\_ Time(s) \_\_\_\_\_

Location \_\_\_\_\_

Planning Committee Members \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Objectives of the Event

1. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



Areas of responsibility	Resources required	Who is responsible	By when
<p><b>Facility/location</b></p> <ul style="list-style-type: none"> <li>▪ Special event permit</li> <li>▪ Book facility</li> <li>▪ Set up/clean up</li> </ul>			
<p><b>Promotion/advertising</b></p> <ul style="list-style-type: none"> <li>▪ Media</li> <li>▪ Poster distribution</li> <li>▪ Newsletter</li> <li>▪ Registration</li> </ul>			
<p><b>Food/refreshments</b></p> <ul style="list-style-type: none"> <li>▪ Purchase</li> <li>▪ Sponsorships</li> <li>▪ Pick up</li> </ul>			
<p><b>Activities</b></p> <ul style="list-style-type: none"> <li>▪ Planning</li> <li>▪ Set up</li> <li>▪ Check in</li> </ul>			
<p><b>Safety considerations</b></p>			
<p><b>Volunteer management</b></p> <ul style="list-style-type: none"> <li>▪ Identify tasks</li> <li>▪ Assign duties</li> <li>▪ Thank you's</li> </ul>			



