

Marketing Events

Marketing and communicating CommonHelp on a local, regional and state level is essential to raising awareness among Virginians. The easiest way to begin is:

- **Display the English and Spanish language versions** of the CommonHelp marketing materials in public areas, such as local departments of social services, libraries, food banks, community action agencies, city or county government offices that offer public services (e.g. The Department of Health, The Department of Motor Vehicles).
- **Determine target audiences** you want to reach such as seniors, the disabled, at-risk populations; as well as local non-profit and faith-based organizations serving specific target audiences.
- **Host a CommonHelp Open House.** Invite local leaders, public and private partners, local boards and associations, as well as the media, to stop by your agency or organization for an overview of CommonHelp and the opportunity to log onto the website. This also provides an opportunity to distribute packets of the CommonHelp marketing materials to your community partners. CommonHelp packets can include marketing materials, as well as the downloadable steps located for community partners at www.abc.efg or for local departments of social services on SPARK's CommonHelp Communication Toolkit.
- **Identify speaking opportunities** at professional conferences, work-related presentations; as well as civic and association monthly meetings.
- **Work with your city or county public information officer** to localize your CommonHelp announcement or contact the media through your organization or agency. A press release is included in the toolkit. When sharing press releases with the media via email -- cut and paste the release within the body of the email -- do not send it as an attachment. Even with virus scans within email programs, most contacts do not like to open attached files, unless they request additional information.
- **Leverage social media.** Post the CommonHelp hyperlinked logo and press release on your website and ask local public and private partners to post it on their websites, as well. Links also can be shared via Twitter or information uploaded to Facebook.



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