

Activities for Potential Outreach Partners

Media Organizations Can

- ✦ *Air Public Service Announcements*
- ✦ *Provide a disc jockey or on-air celebrity to be the official spokesperson of their outreach efforts, make appearances at community events, appear in PSAs leading into popular programs*
- ✦ *Introduce groups to local advertisers who might fund newspaper, TV or radio ads*
- ✦ *Post information with click through on homepage of their website*

Utility Companies Can

- ✦ *Write articles for newsletters*
- ✦ *Print information on utility bills*
- ✦ *Enclose inserts along with invoice*
- ✦ *Post information with click through on homepage of their website*

Transit Companies Can

- ✦ *Provide free advertising space on bus shelters, buses and subways*
- ✦ *Include flyers and brochures in mailings*
- ✦ *Post information with a click through on homepage of their website*

Large Employers Can

- ✦ *Include information in newsletters, job training programs, & other publications*
- ✦ *Put a notice about a toll-free number on check stubs*
- ✦ *Post information on bulletin boards*
- ✦ *Distribute coupon applications at business location*
- ✦ *Advertise program on shopping carts*
- ✦ *Post information with click through on homepage of their website*

Retailers Can

- ✦ *Include flyers & brochures in mailings & weekly circulars*
- ✦ *Play PSAs on in-store radio/TV*
- ✦ *Advertise program on shopping carts*
- ✦ *Print Coupon information on grocery bags – Make it Lively*
- ✦ *Posters and/or banners at check out area*
- ✦ *Underwrite printing & outreach material*
- ✦ *Set-up table/kiosk in-store to help people sign up for coupon program*
- ✦ *Post information with click through on homepage of their website*

Community Groups/Agencies

- ✦ Provide application assistance. Distribute coupon application forms and help clients/patrons fill them out*
- ✦ Provide translation services where appropriate*
- ✦ Include information and application forms in newsletters and outreach materials*
- ✦ Post flyers in lobbies, waiting areas, employee break areas, etc.*
- ✦ Post information with click through on homepage of their websites*