

ONLINE MEDIA & COMMUNITY ADVERTISING TEAM – VOLUNTEER INSTRUCTIONS

The Publicity: Online Media & Community Advertising Team work in the weeks and days prior to the sale date. They post notices on family- and child-oriented websites and place physical flyers at family- and child-friendly businesses. This team is critical to the success of the sale.

Better Publicity = More Shoppers = More Sales = More Money

We want to brand AUMC's Weekday Children's Programs and the Consignment Sale as outstanding resources within the community. Any online posting must be professional, consistent, and accurate.

The Publicity Team is responsible for posting a notice of the sale to a pre-determined list of websites, listserves, and other family-oriented organizations in the local area. The Publicity Manager will provide the specific assignment(s) for each volunteer to carry out. The assignment may not be the team member's first preference, but cooperation is necessary to make sure that all the work is accomplished.

Online Media: Team members should be comfortable navigating the web and interfacing with a number of community groups. Manager will assign each team member an equal number of websites that team members will be responsible for posting to. Some sites require a one-time notice placed (i.e., WashingtonPost.com) while others require weekly ad placements (i.e., CraigsList.com).

Community Advertising: Flyers advertising the sale distributed to family- and child-friendly businesses in the greater Annandale area.

- Libraries, REC Centers, coffee houses, etc. Team members are provided with color copies of the sale flyer that should be posted on community bulletin boards.
- Houses of Worship: We advertise the sale to the congregations of surrounding Methodist Churches. Some Churches will place a notice of the sale in the Sunday, November 9, 2014, Church bulletin. Other Churches will post a flyer on the Church bulletin board. Some Churches will accept an email with the flyer and print and post it; other prefer us to drop off a flyer that will be placed on the Church bulletin board(s). Team members should contact the local Church offices, determine if they will place a notice in their Sunday bulletin or would prefer an email or hard copy of the sale flyer for their bulletin board.
- Elementary Schools:
 - Team members should contact local elementary school's Parent Liaison and ask them to notify their family group about the sale. Most schools will not allow a flyer to be sent home. Most PTAs will not post a notice of the sale. However, it is worth contacting each local elementary school Principal (email found on each school's website) and asking if they will allow a flyer to go home in the student's weekly folder. If so, we can provide a ½ page English & Spanish language flyer. Need to know how many students so we can deliver required number of copies.

Manager can create and provide each team member with a spreadsheet of their specific areas of responsibility. Team members are responsible for updated their spreadsheet and sending final version to Manager. Manager should combine the information so it may be used for next sale.