Activity to Help Your Group Market your Project (20-25 minutes):

1. Decide, what are the next 2-3 things we need to accomplish as a group?
2. Do we already have all the resources and connections to accomplish them?
   a. If Yes: divide up the tasks and assign who will be in charge
   b. If No: Do steps 3-5
3. Put your current list of contacts into the below categories. As a group decide how you will communicate with them (see marketing tools list). Also decide how often you will use these tools (Daily, weekly, etc) and who is responsible for managing them. You can use the same tool but in different ways for each type.
   a. **Users/Participants:** These are the people who will be using your product/service or participating in your program.
   b. **Advisors:** People in your community who you want guidance and feedback from as your project develops.
   c. **Promoters:** People who are in a position to help you advertise and promote your work, this can be school principals, the head of a local organization, or a PTA leader.
   d. **Supporters:** Anyone who is not one of the above but is interested in your work is a supporter and you still want to keep them engaged!
4. Set a goal! Now that you have your marketing tools decided on plan for how you will build it.
   a. This can be with peers that are interested in your work, teachers, parents, community leaders and more.
   b. *Recommendation:* Have each group member get one new person per week added to your communication tool (see tools below).
5. As a group write up a short summary about your community project. What are you trying to accomplish? How are you going about it? Include the 2-3 things from the first bullet. And then make a custom "ask" for each of the contact categories above.
   a. Get into pairs and take turns practicing your points. If you don't have to memorize just hit the points in your own words. Pretend you're in a grocery store line and you start a conversation with the person next to you. Practice telling them about your project and make your ask at the end.(ex: "If you're interested, I can take your email and send you some more information", "If you have your phone on you I can show you our Facebook page and you can follow our work".