# Chucha Barber’s Marketing Session

**What Makes a Successful Elevator Speech:**

* Have good eye contact & introduction
* Be direct
* Be specific
* Explain the Why, Who, What, Where, When, and Who we Impact (Connect to Audience the “why”)
* Incorporate a “real person” story/stand out individual story
* Bring good leave behinds
* Consider using someone or something iconic
* Include contact for follow-up information
* Have a positive attitude
* Have passion
* Develop or use a slogan
* Invite/Follow-up/Tag through Facebook
* Show interest in speech recipient(s)
* Identify program goals & Needs
* Be DARING – follow into bathroom!
* Wear buttons, logos or other identifiers
* Incorporate fast facts w/impacts
* Identify how they can help

**What makes a successful Press Release:**

* Compelling Headline
* Mention elected officials and other noteworthy attendees
* Specific details – schedule of events/main accomplishment
* Follow-up contact information
* Relatable story
* Connect to larger themes/national events
* Captivating to news rooms/editors
* Boiler plate of organization
* Quotes from important people
* Consider time of the week
* Develop media list & relationships
* Start with a question
* Call to action
* Tailor to different types of media
* Add humor/make it unique
* Illustrate connection to the community

**Identifying Program Champions**

* Donors/Funders
* Community Partners
* Regular Volunteers
* PTA for education-based programs
* Community Leaders: Government or Faith Based
* Other service clubs
* Stand-out youth
* AmeriCorps Alums
* Multi-year service AmeriCorps members
* Elected officials
* Chambers of Commerce
* Board Members
* Family of AmeriCorps Members
* Staff & networks
* Celebrities (already engaged in cause or program)
* “Who’s Who” (target champions)
* Media
* School districts
* Universities & career centers

**How to make the MOST in Marketing with “0” budget:**

* Wear gear/Show your “A”
* Explore all social “free” marketing avenues
* Have an impactful mission statement
* Partner with resourceful (financially stable) agencies
* Tactful “begging”
* Participation in ALL “FREE” community events
* FLASH MOB – Dance the “A” Game (AmeriCorps)
* Member/Alum…tell your story
* Tag local activity to large movement (ie: MLK Day, 911, National Day of service…)
* Host an open house
* Partnering agency support (reading nights, etc.)
* Share resources
* Social media
* Free networking events
* Use volunteers
* Tabletop displays
* Blogs
* Ask others to forward emails
* Word of mouth
* Always be in sight