

● MYM 601

PROMOTING YOUR STORY



ENGAGING THE CROWD

Promoting Your Story



Engaging the crowd.

You are ready! You are ready to share with the crowd!

Believe in this process. Put the effort in and have a positive expectation with every message. Share and promote. Don't sell. All you are looking for is people who believe what you believe and care about what you care about. Key here is just offer your campaign to as many people as possible.

**Your belief and
attitude are vital
to
your success.**

10 Key Points

Email all of your friends, family and relatives (do this personally, never in bulk) with a link to your campaign and a request to consider supporting you.

Post and share your campaign on all your social media sites.

Ask 5-10 of your friends and family if they would share your campaign on their social media. Do this personally with a live phone call. (Never make an ask with bulk messages)

Use the text feature and share your campaign with all the contacts in your cell phone and ask if they would consider supporting you. (Do this individually never in bulk)

Put out a press release (ask a mentor how (There are many great free services that do this).

Reach out to local TV, media, magazines, and social organizations and share your campaign to see if they would like to promote it or help you (social-orgs like Moose, Elks, Junior League, Soroptimist). Learn More.



Reach out to local churches and charities and share your campaign.

Reach out to local radio stations to see if they would interview you and put it on the air.

Use the flyer feature and put flyers at every grocery store and community center

Most large companies have a “Community Development Officer” reach out to large companies to see if they will support your campaign.



**Continue to the next course:
MYM 701**

You're All In--So, Let's Finish Strong!