

**OFFLINE: Advertising**

**Newspaper Advertising**

Write the copy and call the designer! You are placing an ad in the local papers!

*How will you evaluate the impact of the ad?*

**2 credits**

**OFFLINE: Face to Face**

**Community Meeting**

Rally the troops and rent the hall. You're having a community meeting to let folks know how you're contributing to the solution.

*What if the crowd turns against you?*

**2 credits**

**OFFLINE: Media**

**Press Release**

You've got the facts and a great hook. You're going to let the local media know about your great story.

*Who will handle the press inquiries?*

**1 credit**

**OFFLINE: Media**

**Letters to the Editor**

Get your supporters to write letters to the area newspapers expressing their concern for the cause.

*How many do you need? From who?*

**2 credits**

**Online Broadcast**

**Direct Email Campaign**

You've got email addresses. You'll send your supporters updates and actions to get them engaged

*How does this integrate with other strategies?*

**2 credits**

**OFFLINE: Mailing**

**Paper Direct Mail Piece**

Get a mailing with your story into the hands of your supporters.

*How will you evaluate the impact of the mailing?*

**3 credits**

Your Idea

Your Idea

Your Idea

**credits**

**credits**

**credits**