



# National Newcomers' Council of Canada

## PUBLICIZING THE CLUB

One of the most important aspects that a club may have to concentrate on is that of publicizing the Club. It can, however, be one of the most difficult tasks taken on.

The information below is compiled to assist Clubs in making their organization better known in the community. Unfortunately, most Newcomers' Clubs are low profile in a community and this creates a problem with attracting membership. We need to get out there to tell people who we are and what we offer!

### IDEAS FOR MAKING YOUR CLUB MORE VISIBLE

#### 1. Creating a Club **LOGO**:

How to choose a LOGO:

- |     |  |   |
|-----|--|---|
| (a) | decide on the shape:   | usual = blend effect<br>unusual = contrast effect   |
| (b) | decide on the colour:  | mono colour = blend effect<br>bi-colour = contrast effect   |
| (c) | Do you want to use letters?  | Follow the shape of the logo = blend effect<br>Choose a totally different shape = contrast effect |
| (d) | Do you want to use a totally different symbol?   |   |
| -   | a symbol with a meaning related to the purpose of the club, e.g. shaking hands; happy face/s; world symbol; key. |   |
| -   | A symbol without any meaning related to the club, e.g. flowers; animals; stars; clouds; books; sun.              |   |

How to use a LOGO –

- **EVERYWHERE YOU CAN – ANYTIME YOU CAN!**
- Use it on your pamphlet/flyer, in your newsletter, on Club T-shirts, letterhead, etc.
- People must get used to seeing the logo in order to recognize it. The result will be that people will then know what the LOGO means or represents.

#### 2. Designing a Club **PAMPHLET/FLYER**

- As with a Club logo, your club flyer **MUST GET THEIR ATTENTION.**
- A Club **PAMPHLET/FLYER** is the **MOST DIRECT FORM OF PUBLICITY FOR YOUR CLUB!**

How to choose a FLYER:

(a)	Eye catching – use of colour and designs
(b)	Easy to handle and mail
(c)	Format – logo – description of club; description of activities

A suggestion to get your club members interested in designing a flyer, might be to hold a contest with the winner being given a prize (e.g. a dinner, etc.)

How to use a FLYER:

(a)	post on bulletin boards in supermarkets and stores;
(b)	distribute to libraries, doctors' offices, dentist offices, etc.;
(c)	ask the Chamber of Commerce to use in their information packages;
(d)	ask Welcome Wagon to distribute with their welcome baskets;
(e)	ask local Real Estate agents to make them available to new people moving into the community; and
(f)	distribute to local companies who are known to participate in company transfers.

#### 3. Reaching out through the **MEDIA**:

- |     |                               |
|-----|-------------------------------|
| (a) | Articles in local newspapers: |
|-----|-------------------------------|

- "About Town" write-up of monthly meetings;
- press coverage of club activities, donations made, etc.
- notice of meeting in "What's Happening" column
- (b) Get your Club listed in a Community Services Directory;
- (c) Take out an advertisement in the Parks & Recreation listing that is delivered to homes in the community 2-4 times a year;
- (d) Local TV stations usually run notices of meetings/events free of charge.

### **BE VISIBLE – GET RECOGNIZED – GENERATE SOME INTEREST**

Because publicity is such a key issue to a Club, it is important that you give some attention and thought to whom will be your PUBLICITY PERSON.

She/he should be:

- outgoing and good at expressing herself;
- oriented towards new ideas (striking and funny ideas);
- not afraid of idea rejection.

What is her/his job:

- take care of all publicity for the Club;
- take care of the image of the Club; and
- Use all means to publicize the Club.

It should be remembered that even though the primary responsibility falls to the Publicity Person, all Club members should make a true effort to promote the Club whenever the opportunity arises. Your Publicity Person could use the help!

### **How to Find Support For Your Club**

There is another type of publicity that can actually achieve two objectives for your Club:

1. To make your Club known to businesses and organizations, and;
2. To acquire "support" for your Club activities.

It is known as **PUBLICITY by SOLICITATION**

Many of the smaller clubs are familiar with solicitation because a lack of funds does not provide the necessary money for little "extras" for Club activities: i.e. prizes for car rallies, items for raffle draws, etc. However, approaching businesses and organizations for support does make your Club known, and can be very helpful in establishing your Club in your community.

Some tips: Timing: Most corporations make decisions (for support), only once or twice a year. September to November is probably the best time to approach them. "Downtown: businesses will be receptive to your requests throughout the year.

Approach: there are three methods of approach:

- Face to face – which is most effective;
- Telephone
- Letter writing

In all three methods of approach, be accurate, be knowledgeable about what you are asking for and the activity involved, be convincing about your need and don't belabor the request, (i.e. be fast and concise). If they say "no", do not give up. Even if you haven't achieved anything, at least you have succeeded in something – YOU HAVE EXPOSED YOUR CLUB!

Rev. 11/99