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## Know where you can promote events locally—for free

Researching organizations where families gather information and hang out

***“Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.”***

Steuart Henderson Britt, Author  
*Psychological Principles of Marketing and Consumer Behavior*

Your best advertising comes from happy parents inviting their friends. But promoting events in your community is also worthwhile.

Previously, I've given you a few ideas for possible locations. But it will streamline your school's efforts if there is a list specific to your community to work from each time.

### **Ask a volunteer to create your list.**

An active mom with younger children is your best bet. She probably already knows where moms and kids hang out in your community. What you need is a written list that any volunteer can use, with notes on deadlines or policies.

### **List organizations where you can post event notices (posters).**

Ask parents in your church and school where they and their friends hang out and what activities they do. But don't limit yourself to those places. Here are some general ideas for the types of businesses to look into:

- Kid-friendly hair-cutting salons (e.g. Kidz Cutz)
- Sports program locations through your location parks and recreation department(s)
- Sports classes or leagues (e.g. indoor soccer gyms, Little League)
- Tutoring businesses
- After school care businesses
- After school lessons & classes
  - » Music lessons (e.g. local music stores or individual teachers)
  - » Pottery studios
  - » Art or crafts programs
  - » Quilting classes
  - » Cooking classes
- Preschools and day care centers
- Drop-in baby-sitting businesses
- Dental offices, especially if they specialize in pediatrics

- Pediatrician offices
- Orthodontics offices
- Ice cream shops
- Fruit smoothie shops (e.g. Jamba Juice or local varieties)
- Coffee shops (e.g. Starbucks or local varieties)
- Kid-friendly restaurants
- Family-focused gyms
- Book stores, especially local, used book stores
- Kids' taxi services

And just in case you, or they, think this is a waste of time, it has been used successfully by a Christian school in Chicago.

### **List community calendars in local media.**

Local radio, television and newspapers maintain community calendars and will include your event notices for free. Be sure to get information on deadlines and how to submit events (online, in print, faxed, etc.). These are a second priority because busy parents of school-aged kids are rarely *looking* for something new to do. You want to catch them while they are waiting for something else.

Although I'm asking you to do this now, it would be best to have a parent update these lists annually each summer.

**Binder tab:** November

**School size:** All