Wake Up Call

Proposed Timeline of Promotional Activities

* **ASAP**: Once flyer is approved and finalized, post to district website, and high school websites, district Facebook page and any other district social media sites, distribute to all student service personnel (counselors, social workers, school psychologists), physical education teachers, coaches, principals and administrators. Ask that principals share with all their teachers and staff. Include in high school announcements, newsletters, etc. Send to all community groups and area businesses (Lions, Rotary, Chamber of Commerce, local businesses that support educational efforts, doctor’s offices, dentist’s offices, local YMCA, PTO’s, parenting organizations, etc.) Enlist the support of high school student service organizations to help distribute flyers throughout the community (offer service hours or extra credit) and ask that local businesses post the flyer inside their stores. Send to middle schools, feeder schools and parochial schools and ask that principals share the information with their school families.
* Share the flyer with all sponsors and ask that they promote through newsletters, e-mails and social media. Provide families with the flyer at conferences, school events, sporting events, etc. Include in district publications, newsletters, staff communications, etc.
* District –wide communication letter should go out by **Date or beforehand**
* E-mail blast reminders from principals to go out to families on **DATE.** Automatic dialers and/or e-mail reminder from the district to go out again on **ONE DAY BEFORE EVENT.**
* Prior to the event, recruit volunteers to help with registration: check in, greet, hand out surveys, collect surveys at the end of the program, etc.
* **EQUIPMENT, A/V and other requests:**
1. 2 Lavalier (clip on or over the head) mics for presenters or 1 clip on and one handheld. For question/answer period we may want one to pass along to audience members
2. Bedroom set up will take at least an hour
3. 2 tables for handouts and to display items
4. Projector and screen for Power Point
5. A spokesperson from the district available to address questions directly related to substance use policies and procedures or this can be built into the presentation