

## **Marketing**

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# Marketing Programs

News releases

Brochures

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## Marketing Parenting Programs

Lack of attendance is a program planner's worst nightmare. Developing creative ideas and spending vast amounts of time planning will be wasted if a program is not successfully marketed.

A program will begin to market itself as a result of the needs assessment. Asking parents what they want and the form in which they want to receive it will begin to market your programs as credible. There are some additional ways to market the existence of your program and the availability of your services.

News releases - Develop a series of news articles about the topic you are about to address through programming. Draw a readership who will inquire about materials and request information before trying to pull in an audience. Some news releases are in this section.

Public awareness campaign - Parents often need more information in order to make informed decisions. Along with a planning group, identify an area in which you can create public awareness. Then plan multiple ways to reach parents-- stickers, posters, radio talk programs, flyers, brochures, presentations, etc.

Posters, T-shirts, stickers - Design a poster representing the many family types and cultures of your community to use over and over again to promote your programs. Select recognizable colors and a logo to use. Print on stickers, t-shirts, and other materials.

Etc...

## Sample News Release

### FOR IMMEDIATE RELEASE

Date:

Contact:

Number:

#### PARENTING CLASS PLANNED

(Town Name), NC -- A very informative and practical new Parenting Class is being offered by the North Carolina Cooperative Extension Service, \_\_\_\_\_ County Center. The six week series of classes will be held at (street location), meeting from (time) to (time) on (day of the week) evenings, (month and dates).

The classes are based on the new Parenting Resource Notebook compiled by the Child Development and Human Development Specialists, and local Family and Consumer Education Extension Agents with the North Carolina Cooperative Extension Service.

Parents will enjoy these informal classes that will encourage participation from class members. A variety of resources will be used during the class including guest speakers, videos, and current books.

The series will be lead by (agent's name and title). Class size is limited, so early registration is encouraged. Registration fee is \$\_\_\_\_\_, to cover the costs of materials.

Interested parents may pre-register by calling (phone number) weekdays from (time) to (time). Registration checks may be made payable to: (name) and mailed to: (address).

This Parenting Class is open to all parents regardless of race, color, national origin, sex, age, or handicap.

Idea: Contact local newspaper prior to the beginning of the class. A newspaper interview and photo of the class leader, or parents who have already enrolled in the class will draw greater attention.

## Sample Newsletter Article

Do you have children or grandchildren? If so, you will not want to miss the upcoming Parenting Class. This \_\_\_\_\_ week series of classes will utilize the new Parenting Resource Notebook compiled by the Child Development and Human Development Specialists and local Family and Consumer Education Extension Agents with the North Carolina Cooperative Extension Service.

The classes will be held on (day) from \_\_\_\_ to \_\_\_\_\_ p.m., beginning on (date), and continuing for (number of weeks). Classes will be lead by (agents name and title) and will meet at (location).

These informal classes will focus on common problems faced by parents. Through a variety of resources participants will find common-sense solutions to family difficulties.

Class size is limited. Please pre-register by calling (phone number). A small registration fee of \$\_\_\_\_\_ will cover the cost of materials.

## Sample Letter to Parents

A letter home with students, signed by the local principal, will certainly catch parent's attention.

(School Name)

(Street Address)

(Town)

Dear Parents:

This spring at \_\_\_\_\_ School we are pleased to offer a very helpful, educational Parenting Class, co-sponsored by the North Carolina Cooperative Extension Service, \_\_\_\_\_ Center.

The informal classes will be lead by (Name and Title) and will meet in our Media Center. Classes will meet on \_\_\_\_\_ evenings from \_\_\_\_\_ to \_\_\_\_\_ p.m. beginning on (day and date) and continue through \_\_\_\_\_. The cost of materials will be \$\_\_\_\_\_.

Topics of the session will focus on common problems faced by parents. Parents will explore common sense solutions to family situations.

I do encourage you to attend. We feel very fortunate to be able to offer these classes for our parents. Registration will be limited to \_\_\_\_\_ participants, so mail in the attached registration form and your payment as soon as possible!

We are looking forward to a terrific group. I hope you'll be there!

Sincerely,

(Name)

(Title)

----- Cut along this line -----

## Parenting Class Registration Form

Name \_\_\_\_\_ Home Phone  
\_\_\_\_\_

Address \_\_\_\_\_ Work Phone  
\_\_\_\_\_  
\_\_\_\_\_

Please list age or your children: \_\_\_\_\_

Make Checks Payable to: \_\_\_\_\_

Return Check and Registration Form to:

(Name and Address)

### Does Being a Parent Sometimes Get to You??

Even under the best of circumstances, parenting can be a real challenge in the '90's. While we don't pretend to have all the answers, we do have a great deal of sound and practical information about parenting we would like to share with you.

A very informative and practical new Parenting Class is being offered by the North Carolina Cooperative Extension Service, \_\_\_\_\_ County Center. The six week series of classes will be taught by (Name and Title):

You will enjoy these informal classes that will encourage participation from class members. A variety of resources will be used during the class including guest speakers, videos, and current books.

----- Cut along this line -----

Class size is limited!!!  
Registration -- Parenting Class

Name(s)

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Address:

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City/State Zip

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Daytime phone

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Payment enclosed: \$\_\_\_\_\_

Please return this form to: