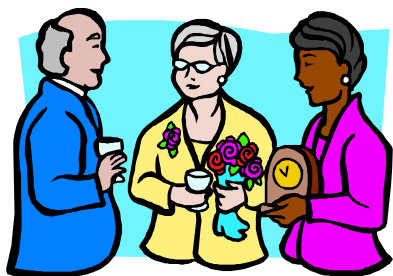


PROMOTING YOUR SENIOR COMMUNITY CENTER

You can promote your Senior Community Center without a huge budget or a lot of experts. Here are some ideas for spreading the news about your activities and your center in order to build awareness and boost attendance.

1. Establish a relationship with a reporter from the local newspaper. Tell him or her that you want to submit information about activities at your Senior Community Center and would like them in the paper. Don't overlook weekly publications, including shoppers' guides and community newspapers. Submit timely information about all events at your center. If you have a big event, follow up the written submission with a phone call.
2. Call local church offices and ask if they would accept information about your Senior Community Center for their newsletter or other communications to their members.
3. Provide information about your center events to local radio or television stations that list local events and ask to have them aired.
4. Create a center web page. Keep the web page up to date and include activities and programs that would be of interest to all. Post pictures of happenings and events. Publicize your website address with your phone number on business cards and stationery.
5. Invite local elected officials to visit your Senior Community Center, when appropriate. If they accept, they often will generate publicity themselves.
6. Inform the news media if you give awards or special recognitions to volunteers or community sponsors, celebrate any milestones like major anniversaries, or get new equipment or upgraded facilities. Ask for a photographer for "people" events, or ask if they will accept a photograph you provide. Photos must be clear, timely and with faces as large as a dime.
7. Keep track of any levels of service your Senior Community Center achieves, such as the 'millionth' home delivered meal, hundred thousandth flue shot or ten thousandth health screening—and tell your local new media. BUT, be sure the recipients of the service won't be embarrassed or shy about receiving it in such a public way. Celebrate the benefits your center brings to the community!



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