

What's Developing

Your organization hosts an event and the turnout is less than expected. A function you think has been highly advertised is mentioned a week later in a conversation by someone who says, "I had no idea that was happening."

It just seems so frustrating to put in so much time and effort, only to discover that the reason that some people did not attend is because they did not know about it.

That discussion was held at a workshop a couple of months ago, and the speaker said that to really get the word out about a local activity the message must be presented at least 7 times in that many different ways. The reasoning is that if the potential attendee misses it in one place, it will be seen or heard someplace else.

So, the next time your group sponsors an event make plans to do some extensive advertising so everyone who wants to attend will know about it.

Some of the ways that local advertising can be done are newspaper, radio, electronic billboard, portable sign in the town square, posters, church bulletins, direct mail, flyers, newsletters, websites, Facebook, and personal invitation. You can probably think of others.

Give it a shot...the next time your organization sponsors an activity make it a point to get the word out in seven different ways. Give the attendance a boost by letting as many people as possible know what you have planned for them.

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