

A thousand-mile journey begins with a first step. Take a bold step now! Order these materials, identify the groups and businesses who can help you...and GO! We've got a great message to tell! Go tell it!

Visit YouAreWhyWereHere.com

Click on the “County Communicators” at the very top

Enter your County name and password

Click the Toolbox link to see what's available, and note which tools ACCG has made available volume-priced!



CAMPAIGN LAUNCH PLAN

Rolling out the You Are Why We're Here campaign to your residents doesn't have to be difficult! We've created a ton of professionally designed tools that are ready to use now! And most of these cost little to nothing to get out there!

While every community is different, the next page contains a recommended list of tools that should form the *minimum* foundation to launch the campaign in your county. Add other tools where you have personal contacts or media opportunities.





USE AS MANY OF THESE TOOLS AS YOU CAN TO LAUNCH YOUR CAMPAIGN.

YOU ARE
why we're
HERE

◀ **CAMPAIGN LOGO FOR YOUR COUNTY WEBSITE**—Add the campaign logo to your county’s homepage and link to the You Are Why Were Here website. There’s also a ready-to-use web “ad” (called a GIF) to use on your county website. You can use this GIF on the websites of local TV and radio stations, newspaper websites, and any other local businesses with good traffic. Ask, and you may just receive! Just get their web people this file, and they’ll do the rest!

LOGO & LINE FOR SOCIAL MEDIA—Again, easy as pie, this one. Put our bright-yellow logo and the “You Are Why We’re Here” line on your Facebook page, Twitter if you have it, Pinterest, you get the idea! Get county departments to add the logo and/or the tagline to the bottoms of emails (and ask them to *link* them to the YouAreWhyWereHere.com website!).

PRESS RELEASE—Your local papers and magazines are always looking for content. We’ve written it for you (for them). Make a connection at you local papers, magazine and broadcast stations, let them know what’s happening and *specify* the date you’re unveiling it so they’ll be running the story or airing an interview with you or one of your staff the day the buzz starts building (because of the other tools people are encountering).

For print media, get them a press release, and let them know you (or who on your staff) will be available for an interview, or a quote or two. (Then ask for an ad—see next item below).

TV stations? Give them the scoop on where some of the tools are being used so they have something visual to show when featuring the campaign. Offer to come to their noon-time talk shows to tell them more about You Are Why We’re Here.

AD FOR LOCAL PUBLICATIONS—Many times, newspapers and magazines don’t sell all of their paid advertising spaces. But they don’t want to leave them blank! Start asking now for them to use your professionally created ads on a space-available basis. Ask early and often: we’ve created several sizes for you, and can customize them further if you’ve got an irregular space to fill.

◀ **LIBRARY POSTER**—People of all ages are using your libraries! Stake out a few choice locations in your library to remind patrons the benefits they get from this county-supported facility. Big bang for a few bucks.

◀ **PARKS & REC POSTER**—It’s summer time and people are out in your parks. Now’s a great time to get a giant, full-color poster in front of park-goers. Fall sports will be right on the heels of summer, so find a great place (or 3 or 4) to put up our park-themed posters.

◀ **BOOKMARKS**—Bookmarks make great handouts at more places than just the library! Give them away after a presentation, at community events, at supportive local businesses, and at other county service points. Every little bit helps, and these little guys make a great impression.

WINDOW CLINGS—Think of all of the county facilities your residents visit! Put our bright yellow clings in the front window of all of your locations to not only promote the campaign but mark where you are.



◀ **MAGNETS**—These great, pop-up-in-unexpected-places magnets can really help you paint your town campaign-yellow. Put them on county vehicles, file cabinets, water fountains, street signs...and hope they get “repurposed” by people intrigued by the message. Mission Accomplished: you’ve gotten your campaign into the houses of the very residents you’re trying to reach!

OUTDOOR SIGNS—Think of the places around high-traffic areas in your county where volunteers could plant our high-visibility “You Are Why We’re Here” markers! Or the county-maintained streetlights and signs and other infrastructure you and/or some volunteers could zip-tie them to! Have a county sign shop? Get some more permanent signs made and place them in high traffic areas in your county. Imagine the buzz they’ll create the morning all your commuters encounter them on the way to work!

When to implement: Get volunteers to dot your county with these signs in the pre-dawn hours before launch day. Donuts go a LONG way to getting high-schoolers needing service hours to enthusiastically paint your town yellow one early morn...

RETAIL BAG INSERTS—Retailers showing off your window clings will need a professionally printed stack of inserts to toss into customers’ bags, or to hand to those who inquire about the signage in their windows. Two-for-one, this one, as your team can deliver the clings and inserts in one visit, and get that much more information into the hands of county residents in the process.

FLYER ▶—This hard-working one-pager is a great summary of our campaign, starts spelling out the myriad things counties do, and directs people to our awesome new website to learn more. Order plenty of these to give to participating businesses, different public-facing county locations, to use at events and hand out when you or your staff is presenting to groups. Put on bulletin boards at grocery stores and in churches and schools. If you have a good-quality color printer, you can print these right in your office from the print-ready file you’ll find in the You Are Why Were Here communicators’ Toolbox.

WATER/TAX BILL INSERT ▶—If your county sends out bills for water or includes inserts in property tax bills, there’s no better time to link what their taxes are financing than when they’re looking at the statement. A little coordination with the water authority or tax commissioner and whomever handles their billing will help you get your campaign message in front of a distinctly captive audience.

These are just suggestions. If you’ve identified local businesses that could support your campaign in one way or another, certainly add them to your list. But, at a minimum, this short-list of tools will help you launch a campaign that will get noticed and get people talking.

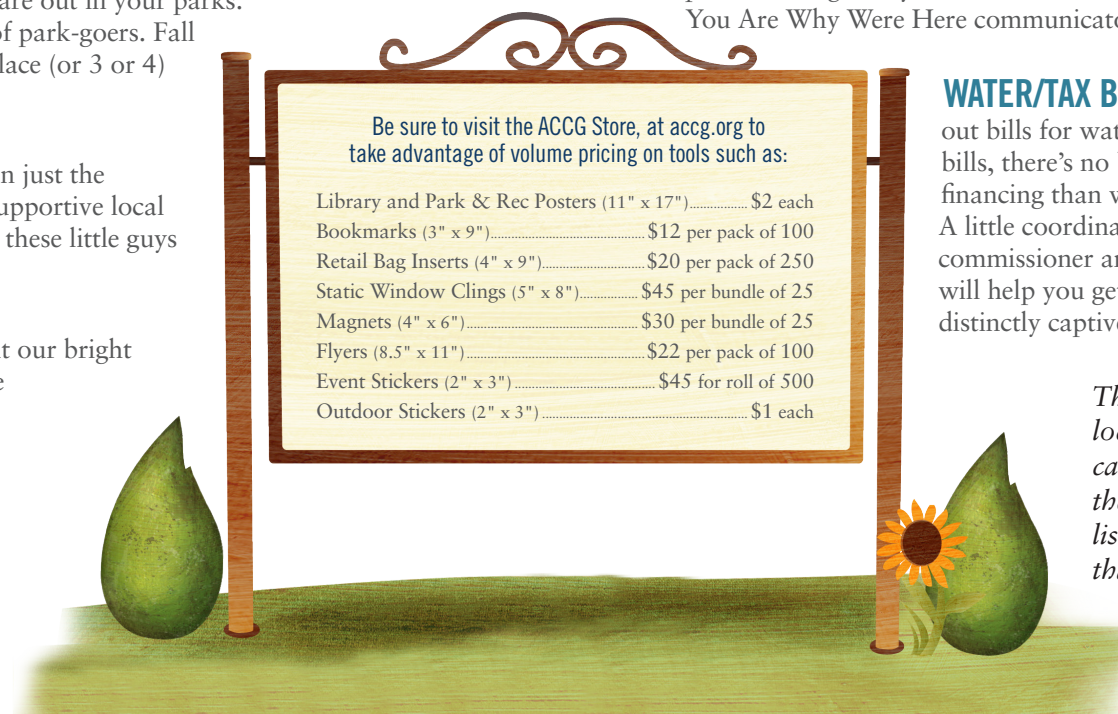
HERE ARE 4 THINGS TO KEEP IN MIND IN LAUNCHING YOUR CAMPAIGN.

COORDINATION is everything! Get all of your tools together, and know where all of them need to be on Launch Day.

COMBINATION is key! One tool won’t do much in isolation. Combine several tools though, and you’ll have more chances of being seen by more people.

IMPLEMENTATION makes it happen. Everything needs to be in its appropriate place at the appropriate time! Identify who will get what tool to whom. Divide and conquer: assign one simple task to several of your human resources.

EVALUATION tells it all. Make sure to find out which tools were seen by which residents, so you can do more of what worked next time...and pass along the learning to other counties!



Be sure to visit the ACCG Store, at accg.org to take advantage of volume pricing on tools such as:

Library and Park & Rec Posters (11" x 17").....	\$2 each
Bookmarks (3" x 9").....	\$12 per pack of 100
Retail Bag Inserts (4" x 9").....	\$20 per pack of 250
Static Window Clings (5" x 8").....	\$45 per bundle of 25
Magnets (4" x 6").....	\$30 per bundle of 25
Flyers (8.5" x 11").....	\$22 per pack of 100
Event Stickers (2" x 3").....	\$45 for roll of 500
Outdoor Stickers (2" x 3").....	\$1 each