



6.A.2

Create a Launch Campaign

Directions

Launch and go public with your service project. Think about how to get your message out to the largest community. If you have a media resource person at your school, you may want to talk with them about ideas for getting your message out.

- **SOCIAL** – Facebook, Instagram, Twitter (Consider a podcast to explain the what and why of your project or a blog to keep your followers updated)
- **PRINT** – School and local newspaper
- **LOCAL** – TV and radio stations
- **BULLETIN BOARDS** – School or community

1. List the strategies available for you to launch.

Remember that you and your team members are great ads for your service project. Ask for a few minutes before each of your classes to tell other students about your project. Tell your parents and other family members. Your enthusiasm will generate interest.

2. Launch

What strategies did you use and why?

3. Debrief with your team on the outcomes from your ad launch.

Strategies that worked well in getting the information out to the public. Did some work better with different segments of your target audience?

Problems encountered during launching.

Solutions to overcome those problems.