



Marketing Report 11/19/15

Holiday LCYAC Marketing

- Thanksgiving ads/ Holiday ads
 - Youth Ambassadors into the radio station to record what #DrugFreeFun activities they will be doing for the holidays
 - Also correlating newspaper advertising about #DrugFreeFun holiday activities
 - Social media posts also will relate with the radio and newspaper advertising

Promotional video

- In the process of collecting video clips and pictures from LCYAC events and Youth Ambassadors to create a promotional video for LCYAC
- Should have one completed by the start of the new year
- Will share this video to social media via YouTube and it will also be put up on website
- In terms of capacity building for LCYAC the video will help show what LCYAC is about in a fun and different way

Awards Night and Talent Show is just around the corner!



- Awards Night & Talent Show 2016 is on March 3
- Starting December 1st we will have the flyers and audition form out to schools who requested electronic versions
- January 1st we will have flyers and forms out in rural elementary school home folders
- Also January will mark the beginning of the advertising push for the Talent Show.





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- Radio
- Tri State reader board
- Chamber of Commerce
- Newspaper ads
- Social Media (Maye a social media contest for the most shares of the talent show poster for a prize...)
- Flyers and posters around town
- Any other advertising ideas!?

Alternative Giving Market of the Palouse

- LCYAC will be participating in the giving market on December 3rd at 4pm-8pm at the 1912 Center
- New donation cards were designed

eNewsletter

- Monthly (Mail Chimp):
The newsletter is a great resource for updates on LCYAC activities, important dates to remember and facts about current studies on drugs and alcohol
We have recently changed the letter to come out monthly rather than bi-weekly
- Current subscribers: 300

