



PROMOTING YOUR PROJECT



The suggestions listed below are meant as a starting point for thinking about the variety of options that are available for you to promote your project.

Build Relationships

With *everyone* -- from the editor of your local newspaper to local business owners to your elected officials. Humanities initiatives are valuable to your entire community. Engage people, both those you know and those you don't, as you never know who will take interest in your project and help spread the word. Be prepared to summarize your project with a few compelling key points that you can share within a few sentences. Ensure that everyone involved with your project is promoting a similar message.

Advocate for the Humanities

Get involved in advocacy efforts! Increase your visibility and potential future revenue sources while creating a supportive community for your project. Contact your legislators to inform them of your project, invite them to your events, and thank them for the support that makes your project possible. Visit the Secretary of State's Voter Information Center website for a complete list of your elected officials: <https://sos.ri.gov/vic>.

Maintain an Online Presence

Keep your website relevant by keeping it up to date, rotating content, and asking your readers what they want to see and then adding that information. Well-designed sites are reader friendly, free of visual clutter, and easy to navigate.

In addition to your site, take advantage of the many useful - and free - internet resources available to promote your project. Post photos on Flickr, upload video clips to YouTube or Vimeo, keep your audience current by publishing announcements on a Tumblr blog or a Facebook page. These are just a small selection of the numerous internet resources available to you! Take the time to explore your options and decide which are most effective and easy to use. To save time and energy, pinpoint just a few of the resources best suited to your project and maintain them with interesting and reliable content.

Contact the Press

Research the requirements for submitting story suggestions to your local paper, then develop your press release. When writing your release, answer the five "W's" (who, what, when, where, and why) within the first paragraph. When possible, include interesting photos with informative captions and use compelling quotes. Be sure to include contact information and your website address. Download a list of Rhode Island media outlets at: www.rilin.state.ri.us/news/pubs/MediaGuide.doc

Be visible

The more places you can showcase your information means more eyes to see that information. List your project-related events on community calendars. Deliver posters or postcards to local venues. And keep RICH updated with your current news so that we can help promote your project!

Send your project updates / questions to Shea'la Finch at: sheala@rihumanities.org or (401) 499-5071