

Tips for Effective Promotion

Promoting the concepts and values of Nonviolent Communication, the mission of your organization, or a specific NVC workshop or event can be a very enjoyable experience. The key is to match your resources (i.e. volunteer time, money, technology) with strategies that have proven effective. Perhaps the most important strategy for achieving effective promotion AND an enjoyable, life-serving volunteer experience for all involved is careful planning. This tip sheet identifies some key strategies and suggestions that have proven effective for other NVC volunteers.

TIP #1: LIVE AND WORK THE VALUES OF NVC

- The easiest way to get overwhelmed in your commitment to promote NVC or an upcoming workshop is to forget the values of NVC. Remember to respect your needs and the needs of others, to avoid meeting your needs at the expense of another s, and to avoid being motivated by demands -- there are no should s or have-to s in promoting NVC!

TIP #2: TAKE TIME TO CREATE A PROMOTION TEAM.

- Use the tips provided in *Developing a Life-Serving Promotion Team* included in the Promotion Toolkit to help create your promotion team. For more information on developing a long-term team to coordinate events, or other tasks, see the team development tools in the Team Development Toolkit.
- After reviewing the tools above, identify a Promotion Coordinator for your team.

TIP #3: ASK FOR HELP.

- Regardless of your expertise, commitment level, or enthusiasm, obtaining help with promotion is a crucial step toward avoiding volunteer burn out. As your team s promotion coordinator, identify a team of volunteers who are willing to help with promotion on a variety of levels, and with a variety of tasks. Gather names, contact information, an understanding of their skills and interests, and time commitment and list this information on your Promotion Planning Worksheet. Your team could be comprised of two people, or 10.

TIP #4: GET ORGANIZED.

- Identify your resources and list them the Promotion Planning Worksheet (how many volunteers are on your promotion team, how much time are they willing to put in to promotion tasks, how much - if any - is your team willing to invest for print materials).
- Identify your promotion goal(s) on the Promotion Planning Worksheet. For example, are you focusing on promoting a specific trainer s workshop, or are you promoting NVC in general as a means of growing your regional community?
- Considering your resources, and your promotion goals, use the Promotion Planning Worksheet to identify the promotion tasks you d like to focus on over a year or a few months time.

TIP #5: DO WHAT'S EASY FIRST.

- The Promotion Worksheet lists the least time-consuming, most effective and/or free promotion methods at the top. Start with the easy stuff, and work your way down.

TIP #6: USE THE TOOLS PROVIDED.

- Maximize the meaning of your promotion efforts by avoiding duplication. Utilize the promotion tools your team already has and those provided in the NVC Promotion Toolkit.

TIP #6: PLAN BEFORE DISTRIBUTING FLYERS, POSTERS AND POSTCARDS.

- Careful planning is an important step to ensuring the cost effective production and distribution of workshop flyers, posters and/or leaflets.
- Before printing your materials, consider your strategy carefully. Who are you distributing the flyers to? How many flyers do you need to print? How effective do you anticipate your strategy will be (i.e. how many people who receive the flyer do you anticipate will attend the workshop?)
- Focus on mass-distributing smaller leaflets rather than posters or flyers. Small leaflets (such as 5 x5 , or 8 x4), distributed strategically at targeted events (such as a peace festival or peace rally), or at targeted locations (such as coffee shops, front counters at community mediation centers, etc) tend to reach more people than posting flyers or posters has.

TIP #7: STAY ORGANIZED.

- Use your promotion worksheet as a tool for keeping your promotion organized. Check off tasks as they are completed.
- Try to keep yourself and other volunteers connected with your promotion goals. This will help retain focus on the tasks that will help you achieve your goals.

TIP #8: REMEMBER TO CELEBRATE!

- If your team meets regularly, take time to acknowledge and celebrate the steps you and others have taken toward meeting your promotion goals.