

A List of Choices for Promoting Your Cooking Class

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1. Media Kit for a Newspaper Article:

- As soon as the class is scheduled let me know what newspaper seems to get the best coverage in your area. I will get in touch with the **Food Editor** or with the person from the paper that could possibly write a feature article. If someone in your church already has a relationship with the paper that is great. I can give them ideas on what to say when they contact the paper.
- If there is an interest I will send a Media Kit to the church member in contact with the paper or I will send it directly to the paper. This includes my two cookbooks, a DVD of a YouTube cooking demo, a CD with food shots and information that will help in writing an article. There will also be a paper copy enclosed of the written material that is on the CD. You can see all of this material on my web site at the "media room". www.familyhealthpub.com . **This will cost the church \$15.00.** I will follow up with a phone call to the paper to hopefully confirm that there will be an article and when it would come out. The week before the class is usually best but this depends on the day of the class.
- Here is an article that was published in the Grand Rapids Press in 2009. We got about 80 calls from this article with most of them registering. It was seen in the paper as well as online.

http://www.mlive.com/food/index.ssf/2009/02/cookbook_author_jo_ann_rachor.html

2. Media Kit for a Radio Interview:

- Another Media Kit with the same materials may be sent to a radio station that has expressed an interest in doing an interview. I have done several interviews around the country. There is a list of questions in the Media Kit that give ideas on what the interviewer may want to ask.

3. Community Calendar Announcements:

- These announcements are free. They may be submitted to newspapers, newsletters, radio, cable or TV. Look online and in the phone book to find all the possible places to send an announcement. (1) Call to find out how each one prefers to get the information, i.e. email or fax. (2) Ask if it is to be sent to the attention of a certain person. (3) Find out how far in advance they need the announcement. Two-three weeks in advance of the class is common. (4) The announcement should have the contact info of the sponsoring group along with the name of the class, date, time, location and phone # for registration. Make a folder in your computer to store all of this contact information for future events.
- There are some newspapers and radio stations that have **online community calendars**. The class should be listed as soon as a date is set. The longer the wait the further down the page the class goes on the list of events for that date.
- There are also a number of web sites that have **online community calendars**. The following two web sites have a list of places to announce a program.
http://www.spudart.org/blogs/randomthoughts_comments/A4280_0_3_0_C/
<http://www.biztechday.com/52-websites-to-promote-your-next-event/>. The class should be listed as soon as a date is set. Be sure to save these web sites in a folder on your “favorites” so that they can be easily used again for future programs. Keep a record of your user names and passwords for these sites.
- This is a list of MI newspapers. It is probably not be a complete list.
<http://www.michiganweb.com/newspaper.html>

4. More Online possibilities:

- List the class on your **church web site**.
- Establish a **Facebook** page for the class.
- I have a page, www.myhealthychoices.org that is linked to my business web site. It is only used for health events. I can list the class. This website can be printed on flyers, posters, online community calendars, etc.
- **Google** other possible interest groups, i.e. vegetarian or vegan groups, health & exercise groups, food coops, weight loss groups, Chamber of Commerce. If they

would like to have the class information ask what would work best for them. Such as flyers or an announcement for a newsletter or email newsletter or web page.

- Check out the **following web site**. <http://www.meetup.com/> Type in your zip code then key words to search such as vegan, weight loss, exercise. I am just starting to explore this option. I have joined a vegan group in Grand Rapids and am in the process of establishing a relationship with them. Be careful as you do not want to come across like you are just using them to promote your program.

5. **More Community Ideas:**

- **Country Life** can help get you in touch with coops or individuals they deliver to in your area.
- Post class on **Church Sign** for several days. Title of class, date, time, phone # for registration.
- **Bulletin boards or table tops for flyers or sticky notes** in supermarkets, laundry mats, health food stores, libraries, hair salons, other local businesses, health professionals (i.e. doctors, chiropractors, nutritional counselors).
- Many **businesses and schools** are looking for ways to promote a healthy lifestyle to their employees. Explore ways to make contacts. Check with employed church members such as public school teachers. I have been able to collect names for classes to be held at church by doing classes at these work locations. Even if you are not going to do a class at their work you may be able to supply flyers for a cooking class.
- **Work Locations** Do church members have an email newsletter at work or a bulletin board in the lunch room for a poster?
- **Women's Health Expos and County Fairs** are places to give out invitations or collect names.

6. **Sticky Notes:**

- I have included a sample of a 4x6 colored **Sticky Note** and an online printer that I have used several times. Sticky notes are a fast, easy way to reach individual homes. We usually get 3-6 registrations from 1250 notes stuck on doors. This

costs about 77.00. I recommend having maps of the territories to give out. This can be done by enlarging and photocopying a certain area on a city map then highlighting the streets that one person or a small group is to cover. A Google search can be done of these streets. Count the houses on the Google map to know approximately how many homes are on those streets. It is convenient to make each territory a total of approximately 50 homes. This is valuable information to keep for any future door to door canvassing. Distributing 50 sticky notes takes about 60-75 minutes, depending on the closeness of the homes, the weather and the speed of the walker. I would be glad to do the layout and send it to this online printer if the church pays for them. Here is the web site I have used: <http://www.123print.com/Post-it-Notes#>

Ways to use sticky notes: on doors, on the back of church bulletins, on material given out at fairs or other types of booths, any place you would pin a flyer.

- We have used **door hangers** a few times but have gone with sticky notes the last several times. See samples of both on the last page.

7. Personal Advertising Ideas:

Establish a **data base** of all previous contacts. Besides collecting name, address, phone, email address also have columns for information such as how they heard of the class, are they SDA, the date of the class they signed up for, if they actually attended the class and a column for notes. When I call people on the phone or talk to them at a class I record comments to remember for the future.

- 3 weeks, or more, ahead of the class send out an **email** regarding the class. Follow up with another email a few more times as a reminder. Do this up until a couple days before the class. I will supply some email samples.
- Contact your list by **postcard**. Send out cards about 10 days before the class with the basic information: name of class, date, time, location and phone number for more info or for registration. If you are using a web site that has information add that as well. Add an email address they can respond to if they want to be contacted for future classes.

- Make **phone calls** 2-4 days before the class to those you have invited by email or postcard but have not heard from. If you do not have their email, ask if they are interested in being on an email list of your upcoming classes.
- As people call to register ask for their name, phone number and email address. I will sometimes ask for a house address but I usually wait until they come to the class as I think some feel I ask too many questions. Sometimes I tell them that we do not give out their information nor use it for any other purpose other than to inform them of upcoming classes.
- Send an **email reminder** one day before the class and the morning of the class to those who have registered.

8. Local Church:

- **Bulletin announcements**-begin three Sabbaths prior to the class.
- **Bulletin inserts**-one or two Sabbaths just before the class. If sticky notes are ordered for going door to door they also make nice, colorful bulletin inserts. They can be stuck on the back of the bulletins.
- **Invitations**-Have someone be responsible to have extra bulletin inserts or sticky notes available. Encourage members to use them to invite others.
- Some churches pass a **clipboard** around during church for signing up. This should be announced during announcements. Have a board for each side of the church so that the passing of it can go quickly and so that it does not have to be passed over the aisle. Start boards at the front to be passed toward the back. Have someone keep an eye on them as they may get stalled at some point. Have a pen attached to the clip board. Be sure the completed lists get to the right person.

The signup sheet needs to have the name and date of the class at the top (but low enough so that it is not under the clip on the board). Make a table with columns that are labeled for name, phone, and email.

9. Area Churches:

- 6-8 weeks in advance contact churches in the area to find out who gives the ok for bulletin announcements and how to contact the bulletin secretaries.

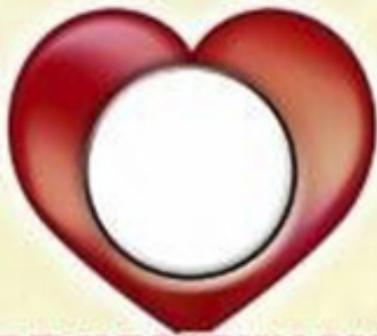
- Ask to run the announcement for two Sabbaths before the class if possible.
- Ask if they have a monthly newsletter that the class could be listed in.
- Is there a church school in the area with a newsletter or an email newsletter?
- If you are able to provide area churches with bulletin inserts then let them know this. Ask how many inserts they could use. These would usually go into the bulletin the Sabbath before the class or two Sabbaths ahead depending on what day of the week the class will be held. I can provide a layout for an insert (2 up on a page).
- I can provide a flyer layout for bulletin boards. (8 ½ x 11)

10. I will supply the information and/or a layout for the following (feel free to make changes):

- Email samples for contact list.
- Bulletin insert, 5 ½ x 8 ½; for churches or community.
- Bulletin board poster, 8 ½ x 11, for churches and community. This would look best in color. If printed in black & white use colored paper if possible.
- Community Calendar announcement for newspapers, newsletters, radio, cable, and TV stations.
- Bulletin announcement for local church.
- Bulletin announcement for area churches.

11. Getting members involved:

- The Personal Ministries team should know as soon as a class has been scheduled so that they can be thinking of who can be enlisted to help in distributing flyers, posters and sticky notes. Pathfinders may be part of a group to go door to door with sticky notes.
- Inform members well in advance, at least 4 weeks, of the general plan for distributing information and the need for help.
- See #5 for more ideas that could involve church members.



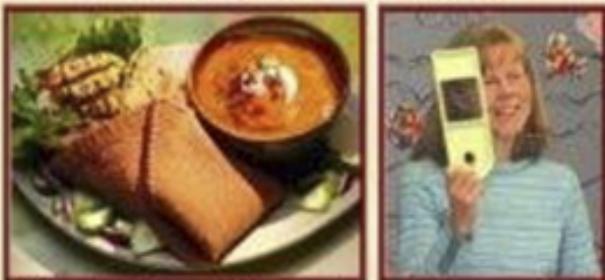
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JoAnn has been leading healthy cooking seminars for over 30 years. Her cookbooks have sold more than 150,000 copies.

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with Bestselling Author
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To Register Call
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We have used door hangers (4x11) and sticky notes (4x6) to advertise events door to door. (The original door hanger is not blurred like the sample on this page.)

We prefer sticky notes as they are cheaper and faster to put out compared to door hangers. They stick well in most situations. Even in cold, blowing winter weather they are able to stick to doors for several days. They do not always stick to cold metal doors. Wet doors do not work well at all.

More information can be put on door hangers but the hangers easily fall off some types of door knobs, especially on windy days.

We normally see 3-6 registrations for 1250 sticky notes or door hangers.