

PUBLICITY OUTREACH TOOLKIT

RIDGEVILLE READY MASTER PLAN

January 5, 2023

Purpose: This overview outlines each item in the publicity outreach toolkit. These items will be used to promote the first round of public engagement input opportunities for the master plan.

1. RACK CARD

Information about the meetings, online survey and other FAQ for the first round of engagement in 5.5"x8.5" size for printing and distribution.

2. EMAIL AND SOCIAL MEDIA POST TEXT

Draft emails and text for social media posts. These drafts will be given to Steering Committee members to distribute throughout the community. Materials may be modified for personalization.

3. SOCIAL MEDIA GRAPHICS

Sample social media graphics sized accordingly. Images can be used to accompany posts.

4. PITCH CARD

A short "elevator pitch" version of the invitation for phone invitations, radio interviews, sending emails and inserting into newsletters or other communication opportunity.

5. RIDGEVILLE READY LOGO GUIDE

The logo guide provides details about where and how to utilize the Ridgeville Ready logo.

6. OUTREACH TRACKING SHEET

A recording tool to help track outreach efforts.