

IT'S ALL ABOUT BEING LOCAL!

- A. Nobody cares about people you are trying to help who are located in Texas, or in Washington, or in Albany, or even in Rochester. If you are trying to get people in your town to help, then you need to talk about what the needs are in your town, and who in your town it will help. Make it Local!
- B. Once you start to attract people to the cause that are local, and then start to talk to other people about helping out and they hear about local people they know, or local organizations they are familiar with, or local businesses they do business with, they will be more likely to join in the bandwagon. Make it Local!
- C. Everybody wants to know “Where does the Money Go?” You need to be honest that it does not all stay here, but you also need to tell them that some does stay local, and that the local money has helped to do xyz, in their own backyard. Make it Local!
- D. Press Releases let people know what is going on, and can help to motivate people to join in. Identify local news outlets and send them information about the local effort. Make it local!
- E. Everyone is looking for Service Projects, and there are lots of functions to go around. Identify local organizations such as Girl Scouts, Boy Scouts, Civil Air Patrol, Church’s, etc. and let them know how this project fits in with their service. Make it Local!
- F. Make it fun oriented and family friendly:
 - 1. Ask local Girl Scouts to do face painting.
 - 2. Ask local Boy Scouts to mark the Walk Trail.
 - 3. Ask a local school sports team to act as cheerleaders at the end or on the trail.
 - 4. Get some clowns to urge walkers on
 - 5. Try to get a local sponsor