



MESSAGING CHEAT SHEET

Easy Ways to Promote Main Street Waterbury

In Person

EASY

- Attend and actively participate at board meetings

MODERATE

- Attend MSW events
- Attend events of interest to MSW

COMPLEX

- Set up/participate in meetings with legislators, funders, etc
- Talk about MSW at events (as a moderator, guest speaker, etc)
- Take the lead in a MSW event, then promote this with your peer network

In Writing

EASY

- Write a short message in the MSW newsletter

MODERATE

- Post information about MSW on your website/blog

COMPLEX

- Draft a letter of support to a local or state rep
- Write an Op-Ed or blog about a topic of interest related to MSW

Via Social Media & New Technology

EMAIL OUTREACH

Constant Contact: Create newsletters, announcements, etc.

www.constantcontact.com

Cost – Inexpensive, non-profit discounts

- Actions – Forward, Share, Create

Mail Chimp: Create newsletters, announcements, etc.

www.mailchimp.com

Cost – Free up to 2,000 subscribers

- Actions – Forward, Share, Create



Via Social Media & New Technology continued

Piktochart: Create interesting infographics

<http://piktochart.com>

Cost – Free for basic creator

- Actions – Forward, Share/Promote, Create

SOCIAL MEDIA

Facebook: Social networking (personal/professional)

www.facebook.com

Cost – Free

- Actions – Like, Share, Post content

Twitter: Social networking by providing short update (140 characters or less)

www.twitter.com

Cost – Free

- Actions – Favorite, Retweet, Live tweet an event

LinkedIn: Professional/business social networking

www.linkedin.com

Cost – Free

- Actions – Like, Share, Write a Post

OTHER (NEW TECHNOLOGY)

Yapp App – Easily create apps for mobile devices for events, organizations and more

<https://www.yapp.us/>

Cost – Free

- Actions – Promote, Use, Share, Create