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Suggestions for Communicating with the Public

1. Design and produce an annual report for your donors, volunteers and friends
2. Provide a fact sheet or photo book with a mid-year update on the operation of your program
3. Produce some type of quarterly newsletter to discuss subjects of importance to your donors, volunteers and friends
4. Send news releases to communicate news of significance (send to newspapers, radio, television and faith communities)
5. Develop specialty brochures to promote different aspects of the program or to appeal to different audiences
6. Hold some type of public meeting (annual meeting) to give management, board and supportive constituents a chance to interact
7. Use mass marketing efforts (television, radio, etc.)
8. Hold highly targeted events for purposes of conveying special information to pre-selected audiences

This information is provided by the National Volunteer Caregiving Network as part of the organization's Training and Technical Assistance outreach for members and is designed to provide program directors with resources on core areas of program management. For additional information, contact the *National Volunteer Caregiving Network* at 304.907.0428 or by e-mail at info@nvcnetwork.org.