



Public Relations and Marketing Tips for Service-Learning

Here are a few tips to use for recognition of your service-learning efforts:

When writing formal letters or e-mails:

- ✓ Know your audience and show how your efforts address their interest(s).
- ✓ Be sure to list the contact person's name, school name, project name, and location.
- ✓ Have text that is clear and to the point, with the information you want to relay to potential stakeholders about your service-learning projects.
- ✓ Stick to an aspect of the project you want to address and do not add "extras" into the letter or e-mail.
- ✓ Include data (if applicable) or at least one example of how service-learning benefits your students, school, or community.
- ✓ Include the number of service hours times (x) the minimum wage to show economic benefits
- ✓ State specific reasons why service-learning is important, especially for your area, and why it should continue.
- ✓ Use overnight delivery to send your letter, a success story (if applicable), a picture of your project, and a sample of a student product if applicable. Do not send regular mail to Washington—use faxes, express delivery, or e-mail.

Media & Public Service Announcements:

- ✓ Keep the announcement between 30 seconds to 1 minute (unless you pay for a longer time period).
- ✓ Have your name and contact information at the top of the page.
- ✓ Use "catchy" phrases to grab people's attention while keeping the focus on your planned or completed activity.
- ✓ Use students as spokespersons in PSAs and to reach out to media.
- ✓ Say the name of the project and school (and a phone number, if applicable) at least twice.
- ✓ Send announcements and press releases more than once to media outlets.
- ✓ Get your story in your local, school, or community newspaper or magazine.
- ✓ Use your local education channel to show video from your project multiple times.
- ✓ Fax PSAs to radio and television stations.
- ✓ Explore the use of the Internet with websites such as My Space and Youth Noise or create your own web site.

Flyers, Posters, and Brochures:

- ✓ Always use the Florida Learn & Serve logo on your publications, and the term Learn & Serve in your project name.
- ✓ Use pictures from your projects, catchy fonts and colors, and graphics to increase eye-appeal.
- ✓ Include the basic information—who, what, when, where, why, and how—without "cramming" too much information (keep enough white space).
- ✓ Set-up display tables at your events or other events where you can incorporate service-learning.
- ✓ Distribute these materials to local communities and businesses for display and support.
- ✓ Apply to present at professional conferences/meetings about your efforts.