

Poverty Intervention Tool Promotions Ideas

Here are some ideas on how you can promote the Poverty Intervention Tool, your work and support in this area, and your organization.

1. Email all your contacts the details of the Poverty Intervention Tool launch – particularly the link to the PDF versions and information on www.kbdivision.org/povertyintervention.
2. Include the Kootenay Boundary Division of Family Practice media release – or your own – on your website media section.
3. Include the announcement, a statement from your organization, and the links in your e-newsletter – or other promotional information.
4. Put a link and short (several words/one line) message within your email signature.
5. Add the announcement, and show off copies, at upcoming meetings and events. Plan an event to highlight, discuss, plan a course of action in support of the Poverty Intervention Tool.
6. Twitter: Connect to the Twitter accounts of supporters. Tweet about it. Include the link. Tell your supporters what you are doing about poverty. Always use #povertyintervention in every tweet. This will create a thread and make it easier to track who is saying what about the Tools and the issue.
7. Retweet other poverty intervention messages.
8. Facebook – pages and messages. Post the launch info and links. Ask people for feedback. Find out what others are doing. Share.
9. Include Facebook messages and Tweets about the Poverty Intervention Tools on your website, in your print documents, in other media.
10. Put Poverty Intervention on your agenda.