

Therapeutic Touch Awareness® Week

Outreach Activity Publicity Checklist and Timeline

TASKS	ACTIONS	COMPLETION DATE
Request appointment with editors of local newspapers. Check out the Media section in the TT Awareness Week section of Member downloads for help here.	Discuss the goals and details of your outreach activity and ask for their support with: pre-event coverage, inclusion in all free outreach activity listings, promotion on Fb, Twitter and coverage the day of the outreach activity.	4 weeks prior to your outreach activity
Request appointment with managers of local radio stations. Request an interview.	Discuss the goals and details of your outreach activity, and ask for their support with: Public Service Announcements, on-air Community Calendars, website calendar of events, promote on Facebook (Fb) and Twitter. Arrange an on-air interview(s) at times that connect with your audience.	4 weeks prior to your outreach activity Interview 1-2 two weeks prior to your outreach activity
Create and promote your outreach activity on your personal Fb page. Tag friends and connections. Check TTNO Fb for updates. Use Twitter	Post your initial outreach activity information or poster. Post creative and engaging updates to promote interest in your outreach activity.	4 weeks prior to your outreach activity - update weekly
Promote your outreach activity on community internet information websites	Post your outreach activity succinctly on website listings as there is often a minimal amount of space.	4 weeks prior to your outreach activity
Create your outreach activity poster	Personalize the TT Awareness Week poster to your outreach activity by adding pictures from the TTNO website or your own past outreach activity and add your outreach activity information at the bottom. See TT Awareness Week Posters in the Members Area to get started.	3 weeks prior to your outreach activity
Distribute poster in the community	Put up your poster on community display boards, at local businesses. Email your poster to friends and community connections.	2-3 weeks prior to your outreach activity
Engage on a regular basis with your TT Awareness Week Community Partner	Ask your Community Partner to email and Fb the poster to their connections. Update frequently with your Partner pre-event. Ask to have a TT Awareness Week display, at your outreach activity location, e.g., poster, TT brochures, books.	2-3 weeks prior to your outreach activity
Remember to thank your TT Awareness Week partner and the media	Write a personal thank you. A personal touch goes a long way. The link to the Therapeutic Touch Awareness Week Thank You Card templates is found on the Member Downloads page of the TTNO website.	1-2 weeks after the your outreach activity