

# Try **THIS** Instead of **THAT!**



Use your time, energy, and money wisely when marketing your program. Proper marketing can reach eligible participants who do not yet know about your meal program. Think differently about how you are telling others about all your organization has to offer older adults.

- ▶ **Instead** of posting an ad in the newspaper, Reach out to the newspaper and ask them to write a feature on what you provide for your community. Gather testimonials from participants, partners, and staff to give them support for a story they may be happy to tell on your behalf.
- ▶ **Instead** of buying radio ads, Create publicity by contacting your local mayor or local representatives and inviting them to the meal site or to deliver a home-delivered meal, and notify the press. Your local paper or news station may pick up on a story about your meal program, especially with local politicians involved.

- ▶ **Instead** of putting up a flier, Talk with other professionals in your community who also work with older adults and tell them about all you offer. Consider informing the local librarian, hospital social worker or office manager, or a barber, so they could refer eligible individuals to the Area Agency on Aging or meal program.
- ▶ **Instead** of sending out information packets to doctor's offices, Conduct an informational webinar or "lunch and learn" for health care and other membership groups in your state and local community. Groups include Health Care Associations, local Economic Development Authorities, your Academy of Nutrition and Dietetics state affiliate or other dietitian groups.
- ▶ **Instead** of waiting for people to come to you, Focus some time and energy updating your organization's website and/or engaging on social media platforms. Those interested in your services will likely learn more if your organization's online presence is accurate, up-to-date, and interesting.