

Ambassador Program**PROMOTING YOUR EVENT: STEP BY STEP**

It's important to promote your program/event to raise awareness of the critical issues that you and your team are addressing by taking action in your community (access to care; oral health and safety; poverty). However, it's not enough to send a single press release to your local newspaper and expect a reporter or photographer to attend your event. Reporters and editors are inundated every day with press releases, so it's critical that your message to them is clear, newsworthy, and reinforced with follow-up. Below are some guidelines and suggested steps to take to help your efforts in pitching local media outlets and promoting your event to the public. Feel free to modify your timetable as you plan your own program.

Before Your Event

1. Once you have received project approval from the MDS Foundation Ambassador Program, identify a spokesperson for your event who is comfortable with talking about the issue you are addressing through your event/program. This person may be you.
2. Invite an elected official to your event. See the sample invitation provided in the [toolkit](#).
3. Prepare a media advisory to be sent to local media outlets in your area. See the media advisory template provided in the [toolkit](#). Be sure to customize this document with the specifics of your event.
4. If you are looking to recruit patients for your event, consider: posting patient recruitment signs in your office and other community locations; contacting local organizations that can reach specific target audiences (schools to reach parents, your city's veterans service department to reach local veterans, etc...); distributing information to your patients via fliers or mailers, utilizing social media, contacting your local newspaper and/or cable access channel to place an ad or a free calendar listing.
5. Check to see if anyone you are treating or volunteering on behalf of (parents of children, veterans, high school athletes) would be willing to talk about the event and its importance to them and/or their community.
6. Determine three key ideas that you'd like to express in an interview or a conversation with your local representative. Script your ideas so you have a clear vision of what you'd like to communicate.
7. Three weeks before your event, distribute your media advisory to your local newspaper(s) and/or cable access channel. Contact information for media outlets can be found on their websites or by calling their main telephone line. Consider following up with the reporter to make sure he/she received your press release and to briefly talk about the importance of your event.

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8. If you will be treating minors on the day of your event without a parent or guardian present, make sure to provide a treatment patient waiver and photo release form to sign prior to your event. See the patient waiver and photo release form template provided in the [toolkit](#).
9. Follow up with your local representatives to confirm if they will attend your event.

At Your Event

10. Greet reporters and take them around. Initiate conversation about your program and the issues you are addressing. Refer to the three talking points you scripted. Provide them with your business card in case they have follow-up questions.
11. Take photos of patients ONLY if they have completed a photo release form. See sample photo release provided in the [toolkit](#).

After Your Event

12. Watch for media coverage of your event.
13. Ambassadors are highly encouraged to send photographs and video of their events to the MDS Foundation. Photos will be used for archival purposes and some may appear in the MDS ENews, online on www.massdental.org, or in other MDS publications. Digital photos/videos are preferred.
 - **E-mail photos and/or video files to: foundation@massdental.org.** Files should be 300 dpi, with no single e-mail larger than 3MB. Please identify the individuals in the photo and indicate where and when it was taken. Please also send the signed photo release for anyone in the photo/videos.
 - **Mail photo prints to:**
The MDS Foundation
Two Willow Street, Suite 200
Southborough, MA 01745

As with electronic versions, please identify the individuals in the photo and indicate where and when it was taken. Please indicate if and where you want the photos to be returned.