

Text4baby Tip Sheet: Promotional Ideas for Direct Service Providers

- ❖ Send an email to your staff announcing your support of text4baby and providing them with resources.
- ❖ Print copies of the flyers, available at <http://text4baby.ning.com>, and place them around your facility.
- ❖ Put up posters in waiting areas and exam rooms.
- ❖ Distribute referral cards or flyers to women in home-visiting programs.
- ❖ Use the text4baby logo to create your own promotional items that will work best for the women you serve. Tell us what you think you need at partners@text4baby.org.
- ❖ Tailor the press release template and distribute it with your logo and plans for the campaign.
- ❖ Add a text4baby web banner or button to your website's homepage.
- ❖ Add a web page within your site about text4baby and how your agency is helping promote the service.
- ❖ Include information about text4baby in reminders to patients and other mailings.
- ❖ Link to text4baby on your agency's Facebook page.
- ❖ Host a "baby shower" in your clinic for pregnant patients and their families and distribute promotional items and information about text4baby.
- ❖ Customize the text4baby posters with your agency's logo and distribute the PDF (or have copies printed) to partners in your state.
- ❖ **Have other creative ideas? Let us know by emailing partners@text4baby.org and we'll add them to this list!**

