

## **Text4baby Tip Sheet: Promotional Ideas for National Organizations**

- ❖ Send an email or letter to your members, affiliates, and partners across the country announcing your support of text4baby and providing them with resources and the Partner Portal link (<http://text4baby.ning.com>).
- ❖ 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 organization is helping promote the service.
- ❖ Link to text4baby on your organization's Facebook page.
- ❖ Include a blurb or article in your e-newsletter or print newsletter. HMHB staff can help provide the language you need.
- ❖ If your organization has a professional research journal, dedicate a small ad to text4baby in your next issue.
- ❖ Include text4baby information in your annual conference program.
- ❖ Create your own radio or TV PSAs, or distribute the ones featuring Sheri Shepherd to your media contacts and partners.
- ❖ Invite text4baby to staff a booth or table at your next regional or national conference.
- ❖ Host a webinar for interested members and constituents and invite HMHB staff to speak about text4baby.
- ❖ Customize the text4baby posters with your agency's logo and distribute the PDF (or have copies printed) to your membership/network.
- ❖ Spread the word about text4baby on your organization's social media sites, like a blog or Twitter.

**Have other creative ideas? Let us know by emailing [partners@text4baby.org](mailto:partners@text4baby.org) and we'll add them to this list!**

