

## 20 Ways to Raise Awareness on a Budget

- 1. Put Signage in High Traffic Places.** Think posters, flyers, banners, yard signs and other relatively affordable mini-billboards in places where the right people will see them.
- 2. Give Away “Walking” Signage.** Think T-shirts, bumper stickers, and other “moving” signage that people will wear, put on their cars, etc.
- 3. Ask People to Change Their Profile Pics.** Ask supporters to change their profile photos on Facebook, Twitter, etc. to your awareness logo and to explain in a status update why they are changing it.
- 4. Distribute Brochures or Inserts.** Where are people most naturally triggered to think about your issues? Put brochures, inserts, or other “leave behind” materials in those places.
- 5. Distribute Wallet Cards, Magnets, Stickers, etc.** If you want people to keep a reminder handy, make it small enough to fit in a wallet or attractive enough for a refrigerator or metal door.
- 6. Host Educational Events.** Invite people to attend an event where they can learn something really useful for their own lives, while also learning about your issues.
- 7. Host Social Events.** Make the reason to get together fun and social, and then tack on some information about your cause.
- 8. Sponsor Vigils, Rallies, or Marches.** If your issue lends itself to a more activist approach or you have great stories to tell at the microphone to a crowd, sponsor a public event where people can be inspired.
- 9. Circulate a Petition.** Use an online tool like those available at [change.org](http://change.org) or [thepetitionsite.com](http://thepetitionsite.com) to rally people around an issue.
- 10. Issue a Challenge.** Ask people to participate in a 7-day or 30-day challenge or some other sort of challenge that helps them better understand your issues.

- 11. Organize a Service Project.** Allow groups (e.g., service clubs, employees at a company, etc.) to volunteer together in some way related to your work, perhaps on a special volunteer day.
- 12. Sponsor a Competition.** Organize a scavenger hunt, essay contest, art show, 5K, tournament, or some other kind of competition related to or benefitting your cause.
- 13. Be the Trusted Expert.** Publish research, case studies, or trends data that positions you as a trusted expert on your issues.
- 14. Be the Helpful Friend.** Share helpful tips in friendly way, such as how-to articles and checklists.
- 15. Share Your Gratitude.** Bring attention to and share your gratitude for others who are doing good work on your issue.
- 16. Empower and Connect Others.** Bring together people who have a common interest and facilitate their sharing and networking, so they know they are not alone.
- 17. Newsjack.** Tack your story on to an existing news story. By providing reporters with a story they can use to update breaking news on the following day, your story becomes the second paragraph of the story on the second day.
- 18. Be the Judge.** Establish an awards program or “winners and losers” list – these often get great media coverage.
- 19. Be the Siren.** Take positions and be outspoken with your opinions – this also attracts press coverage.
- 20. Recruit Celebrity Spokespeople.** Find a more appealing messenger for your cause who, by virtue of who they are, is more likely to get media coverage.