



## **Ideas for Mobilizing Your Supporters**

- 1) Email the following groups; ask them to cast a vote for your school and encourage forwarding the email to family, friends and neighbors. Keep the message short and include the voting link.
  - a. Teachers and other school staff
  - b. Students and their parents
  - c. Parent-teacher organizations
  - d. Booster Clubs
  - e. School groups
  - f. Student Council
  - g. Volunteers
  - h. Financial supporters
  - i. Community leaders
- 2) Ask the editor of your school's newspaper to do a feature story on how Project Innovate will benefit students and how students can help garner votes. Be sure to include the URL to vote.
- 3) Write a letter to your local newspaper, asking readers to vote for your school. Let them know what your school could win and how it could enhance education.
- 4) Make a phone call into your favorite local radio station and ask the DJ to mention Project Innovate and encourage listeners to vote for your school.
- 5) Include voting reminders in your daily school announcements.
- 6) Post a bold call to action on your web site. Two web banners are provided; one is ready-to-use and the other can be customized with your school's message.
- 7) Post a call to action on your student web portal.
- 8) Make a YouTube video to share why this is important to your school and share your vision for the ultimate classroom. Make it fun and engaging so students and parents want to forward the link to others. Be sure to include where people can go to vote or to learn more about your school and Project Innovate.
- 9) Share the link to your YouTube video in your emails, on your web site, on Facebook and in informational materials distributed to students and/or parents.
- 10) Use Facebook to quickly spread your message.
  - a. If your school has a Facebook page, post a call to action that invites your fans to vote and also encourages fans to invite their family, friends and neighbors to vote.
  - b. Encourage students, parents and school staff to use their personal Facebook pages to spread the message. Ask them to post a status, share the voting link, create an event with a specific time for people to vote, and send a message as a reminder.
  - c. After you vote, publish the story in your Facebook news feed. People will see just how easy it is to vote and to help your school.

d. After you vote, you can invite your friends to vote simply by selecting them from your friend list. Send it to as many friends as possible. Remember anyone can vote, so send to friends and relatives outside your area too.

11) If you use Twitter, tweet a link to vote to your followers.

12) Do you have any upcoming events? Use the next band concert, dance show, school play or sporting event to make a special announcement. Ask the crowd to vote and tell them where to go for more information.

13) Include a call to action on any promotional materials you may be creating during the contest. Use the Project Innovate logo provided.

14) Talk – a lot! Tell friends, family and neighbors when you see them or make a special call to ask them to vote.

15) Use your artistic side to create posters to hang in school to remind students to spread the word. Ask local businesses to display the information as well.

16) Create a yard sign to call passers-by to action.