

## CAP TIPS #6

### To Improve Public Awareness

## POST IT!

### Introduction

A tried-and-true strategy to increase public awareness about NCVRW events and activities is to hang posters throughout your community. Many people get information about community events simply by viewing posted information at venues that they frequent. Think about it.....how many times have you learned about a community activity that you ended up attending after you saw a poster advertising the event?

This CAP TIP is designed to help you identify places to hang posters; volunteers who can assist with this labor-intensive project; and guidelines for poster hanging.

### Where to "POST IT!"

While each community is unique, the list below is a good place to start as you plan your poster dissemination strategy:

- Adult Day Care programs.
- Banks.
- Beauty and nail salons.
- Book stores.
- Boys and Girls Clubs.
- Bus stops.
- Businesses with heavy traffic (such as dry cleaners, barber shops, beauty salons).
- Chamber of Commerce.
- Churches, temples, mosques, synagogues and their associated meeting halls.
- City, county and state office buildings (see CAP Tip #5, "Expanding Your Community Outreach Efforts")
- Coffee shops.
- Colleges and universities (on bulletin boards throughout campus and at the Student Union).
- Community centers.
- Community theaters.
- Food banks.
- Grocery store bulletin boards.
- Health and fitness clubs.
- Justice agencies (police, sheriffs, prosecutors, courts, jails, probation, parole and corrections).
- Law firms (*remember, May 1<sup>st</sup> is Law Day!*).
- Libraries.
- Medical offices (doctors, dentists, hospitals, etc.).
- Movie theaters.
- Non-profit organizations throughout your community.
- Recreation centers.
- Restaurants.
- Schools (grade schools and high schools often have a bulletin board designated for "community activities").
- Senior Centers.

- Shopping malls (which often have a designated display area for community events).
- Specialized shops (i.e. bicycle, running gear, etc.).
- Small businesses.
- Veterans' halls (American Legion, Veterans of Foreign Wars, etc.).
- Visitors and Convention Bureau
- YMCA and YWCA.

## **Who Can Help?**

For the past few years in Washington, DC, hundreds of posters that publicize the Office for Victims of Crime NCVRW Prelude Events are hung throughout the community by convicted and adjudicated offenders – both juvenile and adult – who have community service hours to fulfill through their Probation Department. Check with your local adult and juvenile probation departments, and see if their community service probationers can do this. You can “kick off” the distribution process by offering to provide the probationers with an overview of victim services in your community, and how their community service hours will help to promote greater awareness about crime victims’ rights and services.

Other tips to disseminate posters:

- Ask high school students with community service hours/obligations to join this effort.
- Identify student clubs at schools, colleges and universities to take this on as a public service project.
- Contact your local chapter of Boys Scouts and Girl Scouts of America to seek their involvement.
- Provide each member of your Planning Committee with 20 posters to hang in venues that they visit on a regular basis.

## **Guidelines for Poster Dissemination**

It’s a good idea to check with your county or city government to identify “do’s and don’ts” specific to hanging posters. For example, in most communities:

- Posters cannot be hung on utility poles or public trash cans.
- There are local ordinances that guide the placement of yard signs and banners.
- There may be guidelines about how posters can be affixed (such as the type of tape that *can* and *cannot* be used).
- People are asked to remove their posters once the event has occurred.

It is against the law to place flyers or other paper-based information in people's mailboxes. However, you can leave such information on the front porches or stoops of houses.

Many businesses and venues are happy to post your information, but it's important to *seek permission* and *guidance* about where to display the poster.

### **POST IT Resources**

It's a good idea to provide volunteers with a "resource kit" that contains:

- Posters in a manila envelope.
- Thumb tacks to post information on bulletin boards.
- Scotch tape, masking tape and strapping tape to post information on windows and other hard surfaces.

It's also helpful to assign volunteers to a specific area of your community in which to hang posters, to avoid overlap, to ensure that your entire community is covered (literally!), and to remove posters after your event.

### **For More Information**

Please contact National Crime Victims' Rights Week Community Awareness Project Consultant Anne Seymour via email at [annese@atlantech.net](mailto:annese@atlantech.net); or by telephone at 202.547.1732.