



Visibility Month Guide 2012

What is the purpose of Visibility Month?

For chapters to not only reflect on our history and mission, but to make the public aware of AMBUCS and the wonderful projects and activities that impact local communities. Celebrate the reason we exist: to serve others! Chapters can take this opportunity to think outside of the box. So get creative & try something new!

Participating chapters earn 10 scorecard points

What is the purpose of Visibility Month?

- Increase awareness of AMBUCS by taking extra steps to promote through public relation efforts and special activities
- Focus efforts on gaining more exposure for all the work their chapter performs in the community

Begin Planning

1. Appoint a Visibility Chairman & Committee
2. Set Goals
3. Establish a Plan
4. Communicate the Plan
5. Review your Goals



Tools At Your Fingertips...

www.ambucs.org/marketing

Videos, Printer-Ready Brochures, Logos, Marketing Photos, Publications, Audio PSAs & Media Relations

www.ambucs.org/mediacenter

Fact Sheet, Event Calendar, Recent News Coverage & AmTryke Research Projects



A few ideas... some new, some tried & true

• **New Idea for 2012: Scavenger Hunts**

Utilize with local publications or radio stations to promote weekly clues to specific locations in your community (restaurants, parks, businesses, etc). Place a flyer, poster or magnet at location with contact information (such as an email address) for players to send notification they've found location. Have lots of participants? Enter successful players into drawing for grand prize at end of month.

*Consider using QR codes on location flyers/posters so players can play quickly & easily with their mobile phones. **What is a QR code?** A 2-D barcode that can be scanned by a smart phone's camera & transfer information. Based on the type of code it is, it might direct the viewer to a website, make a phone call, or more. Free QR Code Generator: <http://zxing.appspot.com/generator>.

- **Produce your own YouTube video.** It's easier than ever for members to record a short video of their chapter in action and then upload that footage to YouTube.com. The site is free and easy to use and will allow the entire world see just who we are and what we do. You can even upload on-the-go via your mobile phone.
- **Newspapers.** Typically the best way to get media coverage is through press releases to your local newspapers. If possible, when submitting information after an event try to include a good quality electronic photo too! Pictures are worth a 1,000 words. Check the "Media Relations" section of www.ambucs.org/marketing.
- **Radio PSAs.** Use the AMBUCS radio public service announcements to market AMBUCS in your area. The PSAs can be downloaded & put on a CD for your radio station from www.ambucs.org/marketing.
- **Billboards.** Another popular activity. They can be placed, sometimes for little or no cost, in busy areas of communities.
- **Libraries or waiting rooms.** Give extra copies of AMBUCS™ Magazine to your local library or doctors waiting rooms. Attach a card or sticker with contact information for your chapter. Extra copies of AMBUCS™ Magazine are available from the AMBUCS Store for \$1 each.
- **"Welcome" kits.** Many communities have "welcome kits" that are given to all new residents. These kits contain promotional material from local businesses and organizations. See if your chapter can include some AMBUCS information!
- **Proclamations.** Local and state officials will many times issue a proclamation for a special event, like Visibility Month.

- **Chapter Business Cards.** Business Cards with your meeting time, place, Web site address and contact information can be a useful tool. Distribute them to friends or at community events. There are a couple business cards options are available in the AMBUCS Chapter Resources Store. Link provided.
- **Plan for a Visibility Day.** This can be a day your chapter decides to showcase the many great projects it conducts throughout the year. A few years ago, the Woodward Mid-Day, OK, chapter held a Visibility Day event to make their community familiar with the ASK™ Project, which involved refurbishing computers for people with special needs. The chapter set up six computers for demonstration and served refreshments to all of the guests. They also manned an information booth and organized games to make it a very special day.
- **Using your local mall.** An increasingly popular and always beneficial activity is to create a display to put in your local mall. Many chapters around the association have worked with their area malls to create a display to tell the story of their chapter. Some malls have even donated the money collected in fountains to AMBUCS during the month of February.
- **Hold a community special event.** Some chapters hold parties for group homes or area individuals with special needs. Other chapters hold fundraising events. The Danville, IL, chapter has held a Bar Stool Golf Event. Foursomes sign up to play nine putt-putt golf holes created by local taverns.

National Service Day: February 18, 2012

- On this date, all chapters are encouraged to conduct some type of project or service activity.
- It's up to each chapter to select which type of activity they will perform.
- In no way replaces a chapter's regular Visibility Month activities... just a way to bring the organization together for one special day during Visibility Month.
- Participating chapters earn 5 bonus scorecard points!



Visibility Items in the AMBUCS Store

www.ambucs.org/ChapterResources

From bracelets to license plates to shopping bags to magnets... we've got you covered!