

At Your Site

Strategy	Action Steps	Expense Budget (costs)/ Notes
Alumni Associations	Connect on social media Recruit directly at these events Websites and newsletters	Free
Donor/Volunteer Recognition	Certificates of Appreciation Recognize at school assemblies Annual volunteer recognition and "Where are our students going" ceremony	Printing Gifts Food/beverages
Events	Attend event Display a banner Provide brochures for distribution "Sponsor" the event	Printing Registration, parent meetings, athletics, concerts, etc.
Mentors	Host a tea or party to recruit their friends Encourage to bring a friend to events	Food/beverages
Parents	Directly ask at both HS and MS events Newsletters (electronic and printed) Attend PTO Meetings	Free
Retired Teachers or Administrators Associations	Ask for volunteers and support Newsletters	Free
Staff and School Board Members	Newsletters School TV news Website Present at meetings	Free
ASPIRE Site Website	Update with current events Link on other organization websites Have ASPIRE videos or link to YouTube channel	Website hosting fees
Volunteer Websites	volunteermatch.com allforgood.org craigslist.com	Free
Bulletin Board	Request site bulletin board Update with current events, volunteer position description, "call to action"	Free
Mail Brochures	Mail with grades Mail with class registration information Mail to PTO	Printing and postage
ASPIRE Site Open House	Table with volunteer and brochures	Free

Advertising

Strategy	Action Steps	Expense Budget (costs)/ Notes
Athletic/Health Clubs	Advertising opportunities Bulletin Board	Ad Printing
Brochures	Direct mail Displays in public sites Take to community meetings	Printing Postage
Information Packets	Cover letter Brochure Articles about your site's successes	Printing
Movie Theaters	Still slides/video between movies	Ad
Posters and Bulletin Boards	Display in public places	Production and printing Free to display
Prescription Bags (Rx)	Place ad on bags or put a flier in them	Ad Printing
Solicit Partnerships/ Sponsorships	Target local companies to support or sponsor ASPIRE	Free - Relationship building

Community

Strategy	Action Plan	Expenses Budget (costs)/ Notes
City Festivals and Events	Have a representative at event Display a banner Provide brochures for distribution "Sponsor" the event	Free – Relationship building Printing Banners
Colleges	Student organizations/volunteer for credit Newsletters Website	Free
Government Agencies	Newsletters Websites Request listing as volunteer opportunities	Free
Industry	Newsletters Corporate events and lunchrooms Request sponsorships	Free
Large Outside Signs	Place in public sites Put messages on sign in front of school	Printing
Local Organizations	Attend organization meeting annually Make presentations Invite a group to attend an event Invite members as guest speakers	Free-Relationship building Chamber, Soroptomist, Lions, Elks, Moose, Rotary, City Hall, Fire, Police, Arts, Theater, Food Bank, Churches, Athletics
Senior Center/ Retirement Facilities	Have a representative at event Display a banner Provide brochures for distribution "Sponsor" the event	Free – Relationship building Printing Banners

Media

Strategy	Action Plan	Expenses Budget (costs)/ Notes
Cable Access TV	Distribute informational slide/videos <ul style="list-style-type: none"> • Oregon Public Access Channels: Ashland & Medford Rogue Valley Community Television http://rvtv.sou.edu/ • Beaverton Tualatin Valley Community TV http://www.tvctv.org/ • Eugene Lane County Community Television http://www.ctv29.org/ • Gresham Multnomah Community Television http://www.metroeast.org/ • McMinnville Community Media Channel 11 http://www.mcm11.org/ • Monmouth WIMPEG – partnership of Western Oregon University and the Cities of Independence & Monmouth http://www.wimpeg.org/ • Oregon City Willamette Falls Cable Access channels http://wfmcastudios.org/ • Portland Community Media http://www.pcmtv.org/ • Salem CCTV http://www.cctvsalem.org/ • Silverton Community Area Network SCAN-TV http://www.scan-tv.org/site/ • St Helens Columbia Community Television http://columbiacommunitytv.tripod.com/ 	Free
TV, Newspaper, Radio	Press conferences Newspaper articles/Press releases Morning newscasts Local cable broadcasts (mock interviews) Public Service Announcements	Free
Facebook, Twitter, Instagram, etc.	Increase amount of traffic to site Make regular posts Post information on other social media sites Link accounts from site's website	Free