






Helpful Tips #4: Increasing Community Awareness

A critical component of the YES program is community engagement and a key to community engagement is to increase the public's awareness of YES. Information that you may want to share could include: What is the YES program? How will it affect the lives of young people? How can it improve the community? What are your specific plans for the program? How can the community help?

Involve youth. YES participants may have great ideas and skills for community outreach.

There are many ways to increase community awareness of YES. Here are some ideas that may help you:

- ▶ **Host a community awards event or forum**
 - Honor community members or organizations that have accomplished outstanding work to improve the community.
- ▶ **Use the YES logo on T-shirts, hats or other marketing materials**
- ▶ **Reach out to your networks**
 - Host meetings with community partners and parents.
 - Spread the word through your professional networks.
- ▶ **Identify YES projects with yard signs**
 - If possible use Yard signs at your project site.
- ▶ **Add YES logos to all documents/materials**
- ▶ **Reach out to the media**
 - Radio Stations,
 - local News Stations,
 - newspapers and calendars of events.
- ▶ **Use Social Media**
 - Create a facebook page ,
 - twitter account ,
 - and/or instagram account .
 - Create a blog site.
 - Start an email contact list.

