
Know where you can promote events locally—for free

Researching organizations where families gather information and hang out

Your best advertising comes from happy parents inviting their friends. But promoting events in your community is also worthwhile.

Previously, I've given you a few ideas for possible locations. But it will streamline your school's efforts if there is a list specific to your community to work from each time.

Ask a volunteer to create your list.

An active mom with younger children is your best bet. She probably already knows where moms and kids hang out in your community. What you need is a written list that any volunteer can use, with notes on deadlines or policies.

List organizations where you can post event notices (posters).

Ask parents in your church and school where they and their friends hang out and what activities they do. But don't limit yourself to those places. Here are some general ideas for the types of businesses to look into:

- Kid-friendly hair-cutting salons (e.g. Kidz Cutz)
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- Pediatrician offices
- Orthodontics offices
- Ice cream shops
- Fruit smoothie shops (e.g. Jamba Juice or local varieties)
- Coffee shops (e.g. Starbucks or local varieties)
- Kid-