

Grassroots Marketing Resources for Self Help Group Leaders

As you know your community best, the Society has developed promotional resources for you to use when marketing your group to local entities. We encourage you to review this list and work directly with your Staff Partner to develop a marketing plan that works best for your group and your community.

Things to Consider:

- When listing your contact information for the group on promotional materials, are you comfortable using your personal email address, home phone number and/or cell phone number? Are you open to receiving text messages?
 - If you are not comfortable using your personal information, we recommend creating a free email account that is group specific and checking that account frequently (i.e. TownMSGGroup@gmail.com, Men&MSGGroupTown@hotmail.com).
- Group Leaders can also encourage group members to assist with grassroots marketing based on relationships they have with community entities listed above.
- The Society does have funds to support printing costs for group marketing. Work with your Staff Partner to learn more about our reimbursement policy and how to access this support.
- When sharing promotional materials, make sure you secure the proper permission prior to posting. Entities may have a process in place for approval and may have time limits for approved postings.

Optional Promotional Resources

- Promotional Flyer: Your Staff Partner can create/update your group specific flyer for grassroots marketing within your community. Once finalized, your Staff Partner can email you a PDF version of the flyer for electronic sharing and for local printing & hard copy distribution.
- Business Cards: Your Staff Partner can create/update the Society's Group Leader Business Card template with your information.
- Support Letter for Sharing Flyers: This letter template can be used when emailing your flyer and/or when dropping off hard copy flyers to introduce yourself and your group to new relationships. You can use the letter as is or adjust it to fit your needs. The text can be used for letters, notecards, and/or emails based on the outreach method you are using.

Grassroots Recommendations

Based on your local community, potential grassroots marketing locations to share promotional materials can include:

- **Medical:** Partners in MS Care Centers, Neurology offices, Rehab (PT/OT/SLP) offices, infusion centers, Chiropractic offices, Home Care agencies
- **Wellness:** YMCAs, YWCAs, local fitness centers/gyms
- **Community Based:** community centers, town/city website calendars and/or newsletters, supermarket community boards, library community boards, church/synagogue bulletins, mental health offices, assisted living facilities, senior centers
- **Social Media (OPTIONAL):** town/city/community Facebook groups, personal postings on social media platforms
 - *It's important to recognize that a leader sharing their group promotional information to a town/city/community Facebook group will likely be required to use their personal Facebook account to post to any Facebook community groups they are a member of. Leaders need to be aware of the disclosure potential for a larger audience to see their post and should a leader NOT be comfortable with this level of sharing, it is perfectly ok to not use social media to promote the group.