



COMMON THEME CAMPAIGN UPDATE 1.20.10

Middle School Parent Campaign Target: Parents of Middle School Students

Middle School Parent Campaign Objective: Talk with your Children About Underage Drinking; Visit Parent Up Website for More Information (www.parentupvt.org)

The Campaign Includes:

- Direct Mail to Parents (March 1)
- Radio, Print (Dailies), Online Advertising (March 1 - April 15)
- Public Relations - Major Dailies, TV, VPR (March 1)
- Website (Live: Early February; Public: March 1)

You Will Receive on a CD (1st Week of February)

TOOLKIT

- Event Ideas
- How to Use Social Media
- Target Audience Information
- How to Spread the Word about Events (Media Relations)
- Facilitator's Guide for Small Group Discussions
- Handouts
 - Conversation Starters
 - Discussion Guide for Parents of Middle School Students
 - Discussing Underage Drinking - The Hard Questions
 - Face the Facts - Debunking Myths
 - Talking to Other Parents
 - Ways to Say No
 - How Parents Can Help

MEDIA KIT

- Release Template
- Boiler Plate for Use on All Other Releases
- Elevator Speech - Middle School Parent Campaign
- Elevator Speech - High School Parent Campaign
- Background Information for the Press

ADVERTISEMENTS

- Calendar
- Print & Online Ads as PDF
- Direct Mail Card as PDF
- Radio Ad as MP3

Important Issues

- Town Meeting Day is on March 2 (use it to get the word out)
- Direct Mail
 - List only covers about 2/3 of parents
 - If you or your school can mail out to parents it would be very helpful
 - The mailing indicia requires mailing from Burlington
 - You can get it without the indicia to mail and/or to hand out
 - Signup sheet going around
- Toolkit
 - If you need a paper copy of the kit please indicate so on the signup sheet going around
- High School Parent Campaign Kicks Off April 19 - Materials available mid March