



Tips for Promoting National Women's Suffrage Marker Dedications

Thank you for becoming a State Coordinator for the National Women's Suffrage Marker Program! This document outlines some tips and insights for helping to promote marker dedications and unveiling ceremonies.

Contacting Media

- Send out a concise press release along with photos/images when available at least two weeks prior to the event. Be sure to give context by describing the historical significance.
 - When possible, reach out to news outlets on an individual basis. The more personalized, the better.
 - If it appears the media might not be able to attend, offer to provide photos with captions following the event.
- Pitch multiple media outlets. Most newspaper, TV news, and radio station websites have newsroom contact information and how to send them news tips and PR.
- Get to know the reporter(s) who cover your community and region. Be a resource for other news stories they are working on. Having previously worked with a reporter helps to build a connection to that news outlet.
- If you can, let timing be on your side. Coordinate the dedication to coincide with an anniversary, community event, holiday or some other special event.

Building Interest and Inviting Attendees

- Consider how to make your unveiling festive. Dedication ceremonies have included everything from costumes and individuals dressed in period clothes to reenactments and music.
- Get local public officials involved, as well as their communications department (if applicable).
- Is there more than one organization or community involved with the marker project? If so, join forces to promote your event and amplify your reach.
- Send out a special email blast to your organization's members and volunteers. If it's going to be a public ceremony, invite them to spread the word about the event.
 - If you have a regularly scheduled print or email newsletter, include the event details.
- Post about the upcoming dedication in advance on your social media (e.g. Facebook and Twitter). Create an event on Facebook. Mention or tag relevant organizations and people (see the social media tips sheet).
- And, please let the William G. Pomeroy Foundation® know about all the details of the dedication ceremony as far in advance as possible (at least one month ahead of time if possible).

If you're looking for further guidance about generating news coverage and/or marketing the event, please feel free to call Pomeroy Foundation Communications Manager Steve Bodnar at (315) 913-4068.