



2010 Marketing Plan

All media contact must go through Child Advocates, Inc. If you have any questions, media/promotional leads, or if a member of the media contacts your shop, please call or email:

Dena Miller
(713) 529-1396 ext. 213
(832) 428-7128 (mobile)
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The following media and marketing initiatives will be conducted on behalf of the entire program:

Media Initiatives

- RADIO SPONSORSHIP
 - Sunny 99.1: live and recorded spots and website presence during campaign.
- MEDIA RELATIONS / PRESS RELEASE
 - Distribute release to local print, television and radio outlets
 - Post release in newsroom at www.childadvocates.org
 - Send free oil change certificate to targeted members of the media
- PUBLIC SERVICE SHOW APPEARANCES
 - Promote program during January and February

Marketing Initiatives

- PROGRAM COLLATERAL MATERIALS
 - Child Advocates will provide each participating merchant with a package of promotional materials including: tented counter signs, counter mats, window cling posters, a large banner, 200+ postcards to be mailed to clients and a booklet of perforated certificates for customers.
 - Child Advocates will also ask all shops to participate in a Shop Training Session at which a representative from each shop will come to our office to learn about best practices and ideas for promotion from past participants in the program.
- BILLBOARDS
 - 26 billboards located throughout Houston from mid-January to mid-February
- ORGANIZATION CONTACTS
 - Program will be promoted on front page of www.childadvocates.org which will link directly to www.carprosforkids.com
 - Program will be promoted in organization's printed newsletter (circulation: 12,000+) and in January and February e-newsletters (1000+ each month)
 - Program will be promoted to 12,000+ Child Advocates individual constituents via postcard mailer