



20 ways YOU can promote UMFS!

UMFS markets itself in many formal ways: news articles, advertisements, its website, emails, displays and direct mail. There are, however, many informal ways in which staff, supporters and friends can help spread the word about UMFS and increase our visibility. To that end, the UMFS Marketing Department has developed the following 20 ways YOU can promote UMFS. These are ideas you can use every day!

1. If you belong to a group that has guest speakers at meetings, **set up a program through the UMFS Speakers Network**. Presentations can be tailored to your group's needs or interests; contact Linda Ray (804-254-9692, lray@umfs.org) for details.
2. **Wear a UMFS pin or T-shirt if you're out and about!** (The bigger the logo, the better!) Contact Larry Powell (804-254-9662, lpowell@umfs.org) for lapel pins and Carolyn Vanover (804-254-9696, ext. 1110) for T-shirts and other UMFS "logo wear."
3. If a group to which you belong is planning a community event, ask to **distribute flyers or bookmarks** about foster care and adoption services at UMFS. Caroline Cardwell (804-254-9463, ccardwell@umfs.org) can provide these for you.
4. Know someone who's interested in becoming a resource parent? **Give them information about PRIDE training and refer them** to the appropriate regional center.
5. If you know a teacher, parent or professional who is looking for training opportunities, **recommend our Learning Institute** and its courses. Contact Zandra Rawlinson (804-254-9696, ext. 1290, learning@umfs.org) for more information.
6. **Carry a UMFS pen and use it!** If you need one, contact Larry Powell (804-254-9662, lpowell@umfs.org).
7. **Forward information about upcoming UMFS events** to the persons in your email address book.
8. If your neighborhood association, civic group or faith community has a newsletter, ask to **submit an item about UMFS**; Caroline Cardwell (804-254-9463, ccardwell@umfs.org) can supply a brief article or calendar item.
9. For UMFS employees: If you are active in a professional association, be sure UMFS is listed as your employer in the membership directory and **include "UMFS" on your name badge** at professional events.
10. Do you have a **Facebook, Classmates, MySpace or LinkedIn** page? Include a mention of UMFS and/or a link to our website.
11. **Include a mention of UMFS** when sending alumni news to your high school, college or university.
12. Have a favorite store where you know the owner well? Ask about **distributing UMFS flyers or bookmarks at the cash register**; these can be provided by Caroline Cardwell (804-254-9463, ccardwell@umfs.org).
13. **Talk about UMFS wherever you go:** neighborhood events, checkout counters, community meetings, alumni gatherings, and so forth.
14. If you belong to an organization that does volunteer work in the community, **suggest volunteering at UMFS** with "Clean Up for Kids!" or serving as Secret Santas.
15. If your faith community has a **"Mission Mall" or "Glorious Gifts"** event before the holidays, be sure that UMFS is invited to participate.
16. Need a gift for a person who has everything? **Give a donation to UMFS in his or her honor.**
17. **Invite family and friends to attend and participate in UMFS events** like the plant sale, volunteer workdays, etc.
18. **Bulletin/program inserts for faith communities and civic groups** are available from Linda Ray (804-254-9692, lray@umfs.org).
19. **Be an "ambassador" in your community for UMFS:** positive word-of-mouth has a big impact and has great potential to touch lives and create futures!
20. **Encourage referrals to UMFS services: FamilyCARE, treatment foster care, adoption, intensive treatment, and school-based services!** To make a referral to any UMFS program, call Bill Seay at 866-558-3533 or 804-254-9696, ext. 1115 (Richmond).

And if you come up with more ideas for "selling" UMFS, so much the better!