

HOW TO PROMOTE YOUR PROJECT

Congratulations. Your project idea has made it through to voting. Now it's time to get people to vote for it. We've developed these tips to show you how you can promote your project idea to your local community.

Think local



- We've developed a DL flyer you can print and distribute to your community to encourage them to vote for your project idea – don't forget to clearly write the name of your project idea on the flyer
- Chat to your local café, corner store, Neighbourhood House or library and ask them if you can leave the flyer for people to pick up
- Contact your local newspaper or community radio station and see if they're happy to interview you about your project idea
- Think about the community boards, newsletters or events you could use or attend to build awareness of your project idea

TIP! You can download the DL flyer from the 'Resources and Videos' page at pickmyproject.vic.gov.au

Drop in



- The Pick My Project team will be hosting community events across Victoria in August and September 2018, so pop in to learn about the voting process and how else to promote your project idea

TIP! Register for a workshop on the 'Events' page at pickmyproject.vic.gov.au

Get social



- Your project idea has its own page on the Pick My Project website - share the link across your social media channels and ask your friends, family and partner organisation to do the same
- Make sure you post regularly to remind and encourage people to vote for your project idea – you can use our Facebook or social media posts as a start and add your own unique message.
- A picture is worth a thousand words, so upload an image in support of your social media posts as it will help capture everyone's attention

TIP! Use the Pick My Project picture frame on your image when posting on Facebook:

1. Select 'Update Profile Picture'
2. Select 'Add Frame'
3. Search 'Pick My Project'
4. Select 'Use as Profile Picture'

People power



- Ask your partner organisation to help spread the word about your project via their communications channels
- Host a 'How to Vote' event for your local neighbourhood - support anyone in your community who might not be able to vote

TIP! Encourage your family, friends, neighbours and colleagues to spread the word about your project idea

Voting is open from 9am on Monday 13 August until 5pm on Monday 17 September 2018. Be sure to spread the word as soon and as often as you can.

pickmyproject.vic.gov.au

PICK MY PROJECT