

## **Additional Ideas for Advertising Your Unit RTA**

1. Select and execute a project that benefits both the School and the Community
2. Tell the other civic groups in your community (ie) Lion's, Kiwanis, Rotary, that RTA will send a representative to speak (provide a program) to their group.
3. Do a food drive. Put up a Unit Logo or MRTA Logo to advertise your unit.
4. Provide help to other civic groups on projects where MRTA exposure will be noticed.
5. Consider joining the local Chamber of Commerce. Most C of C's publish a newsletter or have a web site to which you may make a statement, write a news article, or advertise an event.
6. Contact MoDOT. If your MRTA group picks up trash along a roadway the Department of Transportation will erect a sign with the Unit RTA on it. (I was told that MoDot expects trash to be picked up four times a year. They may settle for less.
7. Check with your local McDonald's restaurant and find out if they sponsor groups for money making projects. Here is what we were able to do in Eldon.
  - 1<sup>st</sup> Have a project about someone or a group in the community. 2<sup>nd</sup>, Print tickets with information on the ticket, Who, When, Where, Why, price (donation \$5.)
  3. Contact and speak to other civic groups, ask them to sell tickets, or to purchase.
  4. Members sell advanced tickets starting 10 to 12 days before the event. Get the newspaper on your side through free advertising of the project or your writing a letter to the editor in support of the event.

In Eldon we did a pancake/sausage, all you can eat, evening meal from 4-7 p.m. We provided two members to sell tickets at the door, and four servers. Servers kept the customers supplied with pancakes, sausage, butter, and refills on coffee. At the end of the evening, McDonald's counted the tickets that were turned in when the customer gave the counter person a ticket. We wrote a check for the amount of money owed to McDonald's and was given a receipt by the manager "Paid in Full"

In Eldon, McDonald's shares in community projects to this extent. We sold tickets for \$5.00. Tickets turned in for redemption (a pancake/sausage meal) yielded \$3.00 profit for MRTA and \$2.00 to McDonald's for their cost. (If you pre-sold tickets, but the persons to whom tickets were sold did not attend the event (ie) redeem their tickets at the counter, we kept the entire cost (\$5.00) price of the ticket. Our event cleared over \$1,000.00 for our local unit.

### **Other Benefits**

**Our Project is now A Community Endeavor. A New Attitude and Energy Now Permeates our Membership**