



Get Involved and Spread the Word

Programs such as Paint for Freedom: Pass It On are a wonderful way to share the news about SDP and decorative painting. Is your chapter creating cards for veterans in your area? Don't forget to contact your local media. They might choose to do a story or write an article, resulting in positive public relations for the Society and decorative painting in general. And good PR can lead to new SDP members!

- Schedule a visit to your local VA hospital the week before Veterans Day (November 11) to distribute your hand painted cards. Ask permission from the volunteer coordinator to take photos and make sure it is OK for you to notify local press.
- Send a press release one month in advance to your local TV stations and print media, such as neighborhood and daily city newspapers. E-mail teri@decorativepainters.org for a sample press release.
- Invite the news directors at your local TV stations to drop by during your card delivery or send a reporter. Let them know it will be a great photo opportunity.
- Always be sure to mention SDP when you are talking to a reporter.
- Feel free to e-mail teri@decorativepainters.org for more information and ideas.
- Take photos of your own and e-mail them, plus a short write up, for Chapter Happenings to dee@decorativepainters.org.