



## Tips for Promoting Your Classes

One of the most challenging aspects of this program is ensuring that people actually attend these classes. Here are some promotional strategies that will help fill classes with eager students.

### **Long term** (more than one month before classes):

- Build a contact list of clients who express interest in computer classes, collecting their names, and phone numbers (and email addresses, if available).
- List upcoming classes on program calendar/website/blog.

### **Medium term** (less than one month before classes)

- Hang posters in program areas—remember to write in classes, dates, times and locations.
- Distribute table tops and notepads throughout your program space.
- Download digital versions of the flyer and registration form (see link on previous page.) Make customized versions by inputting the classes, dates, and times and print out as many copies as needed.
- Sign up students using the registration form. Remember to sign up at least five students for each class.
- Distribute customized flyers throughout your program space and key places in your local community: schools, social organizations, senior centers.
- If possible, promote classes in a local newspaper using the sample press release included in this promotional packet.

### **Short term** (less than a week before classes)

- Continue registering students.
- 1-3 days before classes, call or email people who have registered for/expressed interest in classes. We think that this final reminder is one of the most crucial steps!