

Potential Marketing Channels and Partners for your Summer Program

Potential Marketing Channels

- Traditional media: TV, newspapers, radio stations
- Social media: Use your library's current social media channels, and consider adding new ones popular amongst the communities you wish to reach
- Library's website
- Friends group
- Word of mouth: consider tapping Summer Ambassadors, of all ages!
- Within the library
- All partners (see below)

Potential Partners

- Schools, preschools, Head Starts
- Summer Food Service Program
- City/county governments
- City and county agencies (parks & rec, police, etc)
- State and national parks and forests
- Religious institutions
- Youth nonprofits (scouts, Boys & Girls Clubs, 4-H, etc)
- Community colleges and universities
- Literacy nonprofits (Raising a Reader, Reach Out & Read, etc)
- Local businesses
- Home visitation programs (HIPPIY, PAT, Nurse-Family Partnership, etc)
- Museums, zoos, botanic gardens, nature centers
- Migrant education programs
- Immigrant services nonprofits
- Social services (WIC, homeless shelters, food banks, etc)
- Extension services
- Local PBS and NPR stations
- Local musicians, bands, orchestras