

Millennium Marijuana March



PROMOTION CREW

WITHOUT A DOUBT you have promoted an event before and have found a style that suits you. Listed here, anyhow, are some ideas that you may like to use when promoting the MMM.

- Momentum is everything! Give yourself at least two hours of daylight at a stretch so you can find your groove and ride the blisswave.
- Bring tape
- Read the handbill a couple times so you can answer people's questions with confidence.
- **Stay positive** and ignore the people who just want to argue. You are an ambassador for millions, your energy is precious and having a good vibe is essential.
- Teaching those who are apathetic or disapprove only makes you stronger.
- When leaving a handbill or poster in a store get permission from the manager if you can, otherwise an employee can approve it.
- Some bulletin boards are not appropriate for this flyer. If you think the folks who maintain that space wouldn't like it, maybe it shouldn't go there. Use your best judgement.
- This is a great time to meet cool folks and network with other organizations and businesses that want to support what we are doing, invest your time wisely.
- Rain is **INVOGORATING!**

HANDBILLS

- Every flyer you can get in somebody's hand is worth a pile inside a store, for the best results pick a busy corner and hang there for at least 20 minutes at a time.
- If you can talk to somebody for even 15 seconds about the MMM they are far more likely to come and bring their friends.
- Every handbill counts, and they cost a lot of money. If you aren't able to get all your pieces out in time return them ASAP so that someone else can.
- Limit the number of handbills you leave in one place unless you are absolutely sure they will all be taken by folks and not tossed in the garbage.
- Suit your style to the person you want to give the flyer to. This keeps things interesting and helps avoid sounding "canned".
- **Eye contact and smiles go a long way with folks and will make things more fun.**

POSTERS

- The best places for a poster is a store window on a busy street. If you want to put up a second one facing inside the store that is cool too.
- Posting anything on public property is illegal in many cities unless otherwise noted.
- Please respect other posters and flyers by only taking down or covering up those which are past their date. Feel free to move other flyers around to make yours fit.
- If you keep a list of where you placed posters, you can go back with future promotions.

Carpe Diem!