

# HOMETOWN ADVOCACY

## Yard Sign Campaign

WMEA Advocacy Strategy



Goal - create and distribute yard signs in your community that allow people to show awareness of, and support for the music education your school provides.

Background - many groups in our communities are using yard signs as a way to promote certain programs and/or share messages. For instance, many athletic teams have signs parents can put in their yards in support of their child's involvement on that team. This music-related sign campaign seeks to build community awareness of, and support for music education in your town.

Sample of what this concept could look like →

Tasks to be done

1. Create artwork
2. Secure a printer
3. Secure funding
4. Deliver signs



Steps for a successful campaign:

1. **Create artwork** - use students, parents, community members as potential designers.

Keep the message simple, positive, open and unconnected to specific initiatives - this allows the message to be continuously relevant and supportive.

Use bold font and bright colors - this makes it easy to read as people drive by.

Keep the message inclusive - don't try to compete with other organizations for support. The message in the sample doesn't discourage any other groups working with students, it just offers support for music.

*If it would be easier, simply use the design in the sample above with your community's name in it!*

2. **Secure a printer** - find a company that will print the signs using your design and provide the metal stake that holds it in the ground.

While there are certainly online places that will provide this service, is there a local vendor you can support to help build another relationship in your community?

3. **Secure funding** - decide how the yard sign campaign will be paid for. Charging people for the signs, or securing a donation are two options. Each has positive and negative aspects.

Charging a purchase fee:

- Allows people to show their support through the purchase
- This campaign could be a fundraiser for the group organizing it
- Encourages people to post the signs since they have paid for them
- This option requires someone to deal with the money involved in each purchase

Securing a donor (such as a booster group or local arts board or business):

- Allows the signs to be given to anyone who wants one, regardless of ability to pay
- There might be less incentive to display the sign since it wasn't paid for
- Allows your music educators or booster group members to approach local businesses who have been supportive of music education to be given a sign as a thank you gift that could be displayed in their front windows.
- No one has to deal with individual sales of signs

4. **Distribution of signs** - determine how you will get the signs to the people who want them.

This will be impacted by whether you charge for signs or secure a donor.

Either way, they could be sold or given away at

- School
- At music performances (concerts, musicals, festivals)
- At other school and community events that involve students in their role as musicians (such as a pep band at ball game, performers at a community festival, musicians at a Lions Club meeting, and so on)
- Perhaps a local business would make them available for purchase or just to pick up