

# How to Advertise Your Dance Circle

Advertising your circle can be an important way to introduce your community to the Dances and remind people of your event. This will help contribute to the long term sustainability of the circle.

The following examples are methods of advertising in your community:

## **Posters, Flyers, and Handbills**

Create 8.5x11 flyers to hang at specific locations throughout your community. These full size flyers are most effective when they are printed in color with an eye catching graphic so that people walking by will be attracted to the flyer. 1/4 page handbills that match the design of the full size flyer can also be printed and hung in the community for people to take something with them to remind them of the event. Ideas for places to hang your flyers include, but are not limited to: local coffee shops, restaurants, yoga & spiritual centers, health food stores, churches, and any place that has a community bulletin board. If you are sponsored by or hold your dance meeting at a place of worship, print the 1/4 page handbill for placement in the weekly service program of that place of worship. If there are other dance circles within your local area, you may also want to visit and ask the organizer or leader of that circle to place your handbill flyers out at their dance meeting. For downloadable flyer and handbill templates, visit the Dance Organizer Toolkit section at [www.peaceworks dancesna.org](http://www.peaceworks dancesna.org)

## **Community Calendars and Press Releases**

Most local newspapers, magazines, and radio stations have a community calendar that you can advertise your event at for free. There are generally several ways to submit to a community calendar. First, search for your local newspapers and radio stations on the internet and look to see if the website has an on-line submission form. If so, it will usually be called "Submit your event" or "Submit a calendar item." These submission forms make it very time effective for you to submit to all of your local media outlets. If you do not find an on-line submission form, look for a 'Contact Us' or 'Staff' section on the webpage. If there is a Calendar Editor and you only want to send your event details (Who, What, Where, When, Why), then send only to the Calendar Editor. If you are announcing a special event and have a press release, look for an Entertainment, Religious, and/or Community Events Editor. It is appropriate to send your press release to any and all of the abovementioned people. Create your press release and then, copy and paste the text into your email. Some media outlets will not open documents from unknown sources so it is important to both attach your documents and include the content in the email itself. Attach any photos AND the press release file to your email. If contact information is not given on the website, you can always print out your calendar announcement and send it to the mailing address of the publication or station. Generally speaking, most event items need to be submitted at least 2 weeks prior to the event.

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## Public Service Announcements

PSAs are short, non-commercial announcements that are read on the air at radio stations. They are free and generally offered only to non profit organizations and places of worship. For this purpose, most dance circles can be considered a non profit activity. PSAs are usually read at random times throughout the time period that is relevant for your event. To submit a PSA to your local or public radio station, visit the radio station website and look for a section on submitting PSAs or notices. Look for an on-line submission form that will be different than the community calendar submission form. If there is no on-line submission form, check the 'Contact Us' or 'Staff' page and look for the Public Service Director. In the case that it is not clear who to send the PSA to, email or call the general contact email or number and ask to whom you would submit the PSA.

Newspapers often print PSAs in the form of 'Community Notices.' These vary from the radio PSAs only slightly in that they are not meant to be read aloud. The same considerations generally apply.

### Tips for writing a PSA:

- \* Make it short and sweet! 2-4 catchy sentences with the important details (Who, What, When, Where and Why)
- \* Don't be controversial! There is competition for airtime and most stations won't risk any controversy.
- \* Know your audience! You'll have more success if you contact stations that specifically reach your target audience.
- \* It is important to include Dances of Universal Peace in your announcement. Over time, this will help contribute to a consistent and unified perception of the dance event.

### Sample PSAs:

*SING TO SPIRIT! All voices are invited to learn and sing simple, beautiful chants from worldwide spiritual traditions. Dances of Universal Peace, Date/time/place/cost/contact*

*Dances of Universal Peace are participatory circle dances and songs drawn from the earth's sacred traditions, and other Universal songs of peace. Dress is casual. No previous experience or dance partner needed. Live music. \$X donation at the door includes snacks. Date/time/place/contact*

*You are invited to dance for peace - bring a friend! The Dances of Universal Peace are a 40 year old tradition of dancing to simple chants from a variety of the world's religions in a simple and peaceful moving meditation. Newcomers are happily welcomed. No previous experience or dance partner needed. Date/time/place/cost/contact*

*CHANNEL LOVE & JOY! Sacred circle dances and mantric chants, from a variety of mystical traditions; focus on opening the heart in ecstatic community through the Dances of Universal Peace, Date/time/place/cost/contact [alternate headings: NATURAL HIGH or SPIRITUAL ECSTASY or MYSTICAL EXPERIENCE]*

*Be the light! Join us for a Winter Holidays and Solstice Celebration! Dances of Universal Peace to explore the beauty and meaning of the world's winter spiritual traditions. Everyone is welcome and no experience is necessary! Love offering taken at the door. Date/time/place/cost/contact*

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## Web Connecting with Email Mailing Lists and Newsletters

There are many ways to connect with dancers by making use of the internet. The first and easiest way is to start an email mailing list. Create a sign up sheet and have it on a clipboard with a pen on your donation and/or information table at your dance meeting. Pass it around during any breaks, potlucks, or other appropriate time. While you're at it, you could collect other information on the same sheet like phone numbers for a phone tree or volunteer roles that people would like to take on such as hanging flyers in the community, developing your website, coming early to hang banners, collect donations, etc. Once you've collected email addresses, you can create a group containing all of these email addresses in your email program so that you don't need to hand enter emails repeatedly. See your specific email program for how to create and email a group. Email a reminder to your group 1-2 weeks prior to your circle meeting. You may also want to attach your flyer to the email (make sure it is less than 1 MB in size) and ask dancers to print and distribute the flyer and/or forward to others who might be interested.

There are also email marketing programs that create colorful and interesting formatted e-newsletters. Many of these companies offer other marketing solutions as well.

The following is a partial list:

- \* Constant Contact- Email Newsletters and On-line Survey Templates at [www.constantcontact.com](http://www.constantcontact.com)
- \* Vista Print- Email Marketing and affordable print documents such as flyers, magnets, business cards, banners  
[www.vistaprint.com](http://www.vistaprint.com)
- \* Mail Chimp- Downloadable HTML email newsletter templates for free at [www.mailchimp.com](http://www.mailchimp.com)
- \* Vertical Response- Email marketing software that is free for non-profit organizations

For information on using social networking sites to advertise your circle, please visit the page "Networking the Dances via Social Media and Your Circle's Website" at [www.dancesofuniversalpeacena.org](http://www.dancesofuniversalpeacena.org)