

Port Townsend Sangha

Weekend Retreats Volunteer Tasks

Publicity Coordinator

Main points for the job of Retreat Publicity Coordinator include:

Prepare before retreat:

- Write an announcement for the retreat with all pertinent info and provide it to the Registrar to be sent out to email lists.
- Organize for poster to be made which advertises the retreat date, venue, teacher, cost and other information about the retreat. See past retreat posters as examples. You can do this yourself or ask for a volunteer from Sangha.
- Organize to have the posters hung around town several weeks prior to the retreat date (do it yourself or ask for volunteers). Option include:
 - Port Townsend Co-op
 - Library
 - Post Office
 - Cafes, restaurants and coffee houses
 - Book shops
 - Laundromats
 - Madrona MindBody Institute
 - Uptown businesses: Aldriches, Sweet Laurette's, Jefferson Land Trust, Community Center, Pan d'Amore, Yoga studio
 - Downtown businesses: Rose Theatre, Imprint bookshop, Phoenix Rising, Elevated Ice Cream, Waterfront Pizza, Better Living Through Coffee, etc
 - Port area: Blue Moose Cafe, Sunrise Coffee House, etc
 - Sims Way: QFC, ???
 - Port Hadlock, Sequim & Port Angeles businesses (ask for volunteers who live in these towns)
 - SIMS website (and maybe the Vipassana group in Bainbridge?)
- Organize additional publicity:
 - Discuss with Retreat Manager whether the current Sangha Retreat budget allows for paid adverts in these newspapers:
 - Port Townsend Leader (also free ads in Community Bulletin Board and What's Happening)
 - Peninsula Daily News
 - Write articles and submit to these newspapers (keep it short and sweet for a great chance of getting published; include a photo of the teacher). Note: lead time for submission is 10-14 days in advance of publication and there are 3 different submission types (articles, paid ads, and free placements in events)
 - Adverts in the online editions of the above two newspapers
 - Free advert in ptguide.com
 - Advertising on the Port Townsend Sangha website (contact webmaster)
 - KPTZ – contact about an interview with the teacher (if s/he's willing) and/or a promo spot on their daily events calendar