How to Publicize Your National Historic Marker Day Service Project

From all of us at the William G. Pomeroy Foundation, thank you for being a National Historic Marker Day volunteer! Use this tips sheet for insights about how you can help promote your historical marker cleaning project.

Contacting Media

Send out a concise press release about your community service project. Use the sample press release template for guidance. Include details about your group or organization, what markers you are cleaning and where/what time you will be participating in National Historic Marker Day.

- When contacting a news outlet, the more personalized your outreach, the better.
- If the media can't attend, offer to provide captioned photos following your project.
- Contact multiple media outlets. Most newspaper, TV news and radio station websites include newsroom contact information and how to send them PR.
- Send out a special email blast to your organization's members to seek additional volunteers. Invite them to spread the word about the event. If you have a print or email newsletter, include the event details.
- Post about your marker cleaning service project on social media (e.g., Facebook, Instagram, etc.). Create an event on Facebook and mention or tag relevant organizations and people to help spread the word.
- Is there more than one organization involved with your marker cleaning project? If so, join forces to promote your event and amplify your reach.

More Publicity by Showcasing Your Photos

Share your photos! If you registered to volunteer, please email pictures of your marker cleaning project to us at info@wgpfoundation.org. You will be entered into our National Historic Marker Day giveaway and select photos will be shared on our social media accounts. In addition, post photos from your event on social media using the hashtag: #NationalHistoricMarkerDay.

NATIONAL HISTORIC MARKER DAY LAST FRIDAY OF APRIL

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