



THE CITY OF SAN DIEGO

## Community Planning Group (CPG) Involvement Ideas for Publicizing Community Planning Meetings

- ◆ Post flyers in apartment complexes, laundromats, schools, day care centers, grocery stores, community and recreation centers, libraries, social service agencies
- ◆ Submit a press release to churches, synagogues, and other places of worship for posting or inclusion in their newsletters
- ◆ Recruit volunteers to deliver flyers door-to-door
- ◆ Distribute flyers through groups such as PTA, Women's Clubs, Business and Professional Associations, Service Organizations (such as Rotary, Kiwanis, Lions, etc.), Youth Organizations (such as Boys and Girl Scouts, Junior Chamber of Commerce, etc.), Associations of Retired People (such as AARP, Retired Senior Volunteer Programs, etc.)
- ◆ Send press release to key community leaders for distribution to their constituency (such as pastors, ethnic leaders, gay and lesbian organizers, etc.)

Remember to include **who, what, where, when, and why** in all publicity:

- ◆ **Who** is holding the meeting:  
Example: The Westside Planners Group
- ◆ **What** the meeting is about:  
Example: Community Planning Workshop
- ◆ **Where**  
431 W. USA Street, Suite 1500
- ◆ **When**  
6:00PM – 7:30PM
- ◆ **Why**  
To review maps for existing conditions in our community