

RIDE LIKE A FRIEND DRIVE LIKE YOU CARE

Generating Excitement – School Advisor

1. Spring 2010 – Create a Buzz

- Get the message out early: “RLAF.DLUC is coming”
- Repeat the message with various audiences and mediums so that staff, student and team/club members hear and comprehend it
- Make the meaning of the name clear -- RLAF.DLUC is about using friendship to promote safe in-car behaviors for both drivers and passengers
- Advertise in school newsletter and on bulletin boards -- “RLAF.DLUC is coming”
- Use photos from website to provide ideas of what RLAF activities look like
- Use a countdown meter on your school’s website
- Create a “What’s Hot” section on your website and feature RLAF stickers
- Talk about the up-coming campaign with staff and student peers
- Recruit on-going involvement from parents, security and lunch room staff. Ask them for ideas to promote the campaign
- Get the school secretaries on your team. Encourage them to support the campaign by spreading the word

1. Summer 2010 - Tease and Tempt

- Produce Public Service Announcements (PSA). Teens review the Ride Like a Friend materials and write their own spots. The spots could be emailed or sent on disk to Street Smart Wilmington station (karen.busby@smartdriverusa.org) where it could be produced and tagged with CHOP/ State Farm, SADD and any other sponsors logo. From there the spots could be sent via email to regional stations. As you may already know, radio stations are mandated by federal law to air public service announcements.
- Try a transitional approach. Advertise in the spring about the upcoming RLAF campaign in the fall. Give personal invitations to the kick-off campaign event in the fall
- Let folks know that volunteers in the fall will get a free t-shirt



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1. Fall 2010 - Make time your friend!

- Build a great internal team to support all the external activity
- Utilize the team's energy and ideas
- Identify and go after the trendsetters – the leaders and influencers
- Have RLAF stickers available for distribution on the first day of school in the fall
- Write a media alert telling them who, what, when, where and, most importantly, why their audience needs to know about the upcoming RLAF week long campaign
- Set up metrics to measure your success. How many spots were aired? How many stickers were distributed? How many attended the kick-off event?

**BE AS GOOD A PASSENGER
AS YOU ARE A FRIEND**

2. November 2010 and after – Let the memories count!

- When your campaign is over, post audio or video excerpts on the school website to reinforce key points and to educate others who were less involved
- Select the best photos and combine them with after-the-event news releases for ongoing exposure

