

North American Street Newspaper Association (NASNA)

Session #4

Building Legitimacy: Marketing Handout

Vendors: Make them look as official as possible

- Color badges with pictures on them
- Brightly colored vests/smocks or aprons
- Stress to new vendors the importance of proper dress and clean appearance during trainings
- Print vendors' names in the paper
- Treat trainings very seriously and professionally, and vendors will take the job more seriously

Newspaper: Make it look professional

- Print on regular newsprint paper
- Have a simple uncluttered masthead/logo
- Establish a regular template
- Use professional layout software
 - InDesign available via techsoup.org
- Use fonts and graphics seen in other newspapers
 - Avoid using too many fonts or paragraph styles
- Include advertising – even if its free
- List volunteers, board members, whoever else involved in paper
- Tout NASNA and the INSP in paper and/or street papers in other cities

Community: Get lots of people on board and informed early on

- Drum up as much local press coverage as possible
 - Send free subscription to local news outlets
 - Strategically place vendors to sell near newspaper offices
- Quickly establish board of directors and/or advisory board with a few big names from the community. (board building info at boardsource.org)
 - Include on board: accountant, attorney, member of nonprofit community, etc.
 - Regularly publish the board list in the newspaper
- Send subscription to local officials
- Get a website up immediately and update it regularly
- Build social networking: facebook group, twitter followings