

Public Education 2008 / 2009

Marketing & Publicity Suggestions

Division 2 Staff Meeting

Revised February 08, 2009



November 2008

Mike Brough

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Education Challenge 2009

Tell the World About Our Safe Boating Classes

Develop & Pass On Tools That Help Us Tell The World About Our Classes

Get Best Practices into Every Classroom

Make Our Classes So Good EVERYONE Will Want to Take Them



2

Why Publicity??? Why Reach Out???



People sign up only if they know about a class

The Coast Guard Auxiliary & Power Squadron
used to be the only game in town

Now Police & Sheriffs Departments Offering
Classes as well as many other Individuals
and Others Offering Classes

YES We now have to Compete
in the open Market

Lets get people signed up for our
Class BEFORE they go to a search engine...



3

Get The Word Out

People sign up only if they know about a class



File the Intent to Teach for the Web
(D-13 Web, State Web, Boat U.S.)
[//www.zipcon.net/~mikeb/](http://www.zipcon.net/~mikeb/)

Duh.....???

Announcements in Boating Magazines
Write the Announcement for Them
[//www.zipcon.net/~mikeb/](http://www.zipcon.net/~mikeb/)

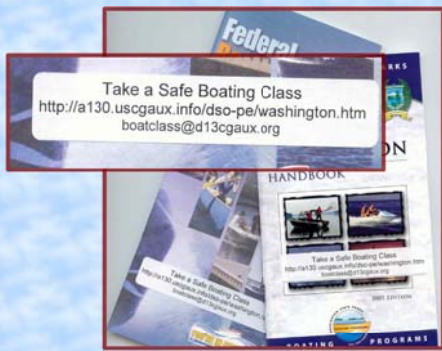
Announcements in Local Neighborhood Paper
Write the Announcement for Them

Spread a few Posters & Fliers Around...



4

Make all Handouts a Class Advertisement



//www.zipcon.net/~mikeb/...

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**Put Literature Packages in Ziploc Bags
Bags Available with Hanging Hole**



Bag Contents on next slide

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**Handouts In Ziploc Bags
are Easier to Hand Out**

Left (Small Bag) 5" wide 10" high

- Federal Requirements & Safety Tips
- Washington State Requirements Booklet
- Vessel Safety Check Equipment List
- Important Seattle Area Boating Information
- Mandatory Boating Safety Education Handout

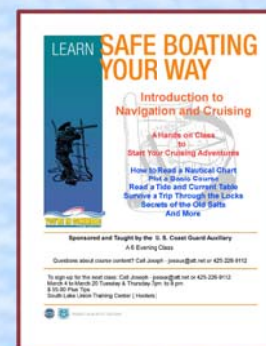
Right (Large Bag) 7" wide 10" high

- Congratulations on your new boat purchase sticker
- Federal Requirements & Safety Tips
- Washington State Requirements Booklet
- Your Guide to Towing Booklet
- Vessel Safety Check Equipment List
- Important Seattle Area Boating Information
- Mandatory Boating Safety Education Handout

EVERYTHING has "Take a Safe Boating Class" Sticker with the D 13 Safe Boating Class Web Site



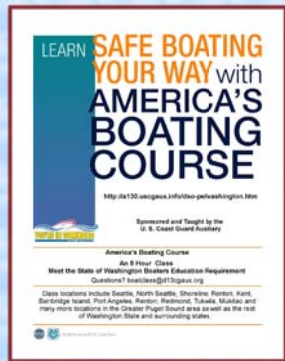
Spread a few Posters & Fliers Around



Blank Templates and Printer Ready Fliers available for you e-mail Spell Checked Info To mikeb@zipcon.com FI 23

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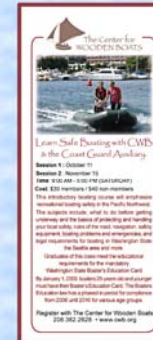
**Send People to the State Class Web Page
Put Generic Posters Everywhere**



//www.zipcon.net/~mikeb/...

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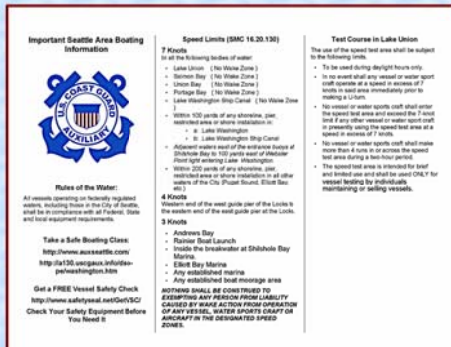
**Center for Wooden Boats
Made a great poster – Spread it around!**



FI-47 makes 3 UP Fliers on Card stock, in color, to put in display boxes and also full sheet poster to display at PV's Stops - - Hang these next to the Fish Hooks....

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**Important Seattle Area Boating Information
3 Fold Double Side – Spread it around!**



Punch a hole at the top & Hang with Fish Hooks & Candy Bars
PDF File at <http://www.captmike.com/>

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Pass Out a Few Cards



Take a Safe Boating Class
//a130.uscgaux.info/dso-pe/washington.htm
boatclass@d13cgaux.org
Put "Take a Safe Boating Class" on the back of your business cards with our web site

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Pass Out 1,000's of Cards



Take a Safe Boating Class - No Personal Name
Easy to remember Web Portal Name
[//www.auxseattle.com/](http://www.auxseattle.com/)
PUT THESE EVERYWHERE!!
Print at Division or District Level
Carpet Bomb Your Area.....

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[//www.auxseattle.com](http://www.auxseattle.com) An Entry Page ANYONE Can Remember

Welcome to [auxseattle.com](http://www.auxseattle.com)

captnmike.com's Web Chart to the Seattle Area U.S. Coast Guard Auxiliary

- [Take a Safe Boating Class](#) from the U.S. Coast Guard Auxiliary in Washington State
- [Get a FREE Vessel Safety Check](#) Check Your Safety Equipment Before You Need It
- [USCG Auxiliary District 13](#) Serving Washington, Oregon, Idaho & Montana
- [USCG Auxiliary District 13 Division 2](#) Serving the Seattle, Washington Area

[Captnmike Home](#)

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Secret Weapon



Wear a Button & Pass out Cards
Have a 4 inch version for your desk at work

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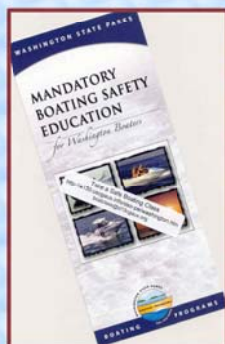
Secret Weapon 2



Carry Thumbtacks to leave cards on
Bulletin Boards

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Information Sheet from State



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Article By The Dealer Written & Sent by the Dealer with Pictures



Get Articles in Magazines around Boat Show Times
January – February – March - April...

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Get The Word Out Part 2



Coast Guard Public Affairs Office
Don't Ration Handouts in Class
Make Every Student a PR Flack

Boat Shows
Sports Shows

Yakima registers students at Sports Shows,
Collects Money & Gives out Text Book
Logistics Issues in Seattle but should be Doable

Sports Dealers / Fishing Tackle Etc
Give Safety Handouts for Christmas
Make each State & Federal Booklet a
Class Advertisement

Give These to EVERY BOATER YOU KNOW...



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Get The Word Out Part 3



Put Literature Packets in Zip-Lock Bags
Bags Available with Hanging Holes
[//www.royalbag.com/](http://www.royalbag.com/)
Paper Zone (Seattle)

Boat Launch Ramps
Seafair / Vantage / July 4
Where are the Boats From?

Opening Day Log Boom??
(Kayak?)


New Boat Owner Safety Packet Given by Dealer

Lake Union July 4?
(The Boats are Anchored)

Harbor Patrol / Coast Guard Boarding Party's
Give Them Literature Bags
State / Federal / Vessel Exam Booklets
Equipment Check List...



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Get The Word Out Part 4

Make a Depository of Announcements that others can use as a starting point for new announcements (don't rewrite the wheel)


State Public Ed Site – Search by City
State posts classes for free
BUT we must tell them about our class -
Use "Help with the Intent To Teach a7023s Form"

Lake Washington Bass Show & Tournament
Why no Auxiliary there?????
Edmonds
Everett
Lake Samamish

Insurance Offices
Some will mail out class Announcements,
Schedules & Post Announcements...



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Get The Word Out Part 5


Coordinate with PV, PA, PE and VE People

Email PAST Students in the Spring About new Classes


Use a Common Point of Contact E-Mail
Put the E-Mail on a Friendly Server that can be Automated with Outlook or Outlook Express
Then E-Mail Duties can be Passed Around

Print / Collate / Assemble Local Area Notes /
Pass out the Local Notes
MAKE SURE Our Contact Information is on EVERY PAGE

Pass Out Class Schedule Handouts
Remember to have a web site in case someone keeps the schedule for a long times...



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Get The Word Out Part 5 - B

Seattle Area Boating Information Handout
Make other area specific versions
Bellingham – Tacoma
Lake Samamish – Lake Tapps


Make a Sea Fair Boating Information Handout
Have them anywhere boaters visit

Google Adwords Local (cheaper and targeted)
An add targeted to specific key word and area


Webwire (for local distribution of Press Releases)
(Fee based Web Press Release Company)

Adopt a Highway Sign (Cheaper than Billboards)

ANY way we can keep the Coast Guard Auxiliary name in front of the public...



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Where to Have a Class


Firehouses / Library's / Church's
Senior Center

Any Company With A Meeting Room

Boat Dealers

ANY Boating Related Company

Are You a Member of any Group that has Speakers?
Including Church
Anybody in Your Flotilla a Member?
Are You Handing out Literature?
Are You Speaking at the Meetings?
Is the Rest of the Flotilla Speaking?
Member of a Yacht Club?
Friends in a Yacht Club?...



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Give Handouts With Local Knowledge

Important Seattle Area Boating Information

Lake Washington, Lake Union and Speed Zones

//www.zipcon.net/~mikeb/
//www.captnmike.com

Bridges in Seattle

//www.zipcon.net/~mikeb/
//www.captnmike.com



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Final Exam

Remember, a Happy Student is a Walking Talking Advertisement for Our Classes

Make Everything We Hand Out _____
An Advertisement For Our Classes...



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How to Implement???

Decide if we really want to do anything but
Gum the Ideas to Death

Preliminary Printing Estimates

10,000 Business Cards
12,000 Take A Class Labels
\$ 700-- +/-

No Auxiliary Discount or Ziplock Bags

Send a Person with Materials to
Every Flotilla to do this Presentation

Hand out Implantation Packets at
January Boat Show to Auxiliary Personnel ...



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For More Information Safety Handouts / Label Files / Posters / Links Education Challenge 2009

Mike Brough

Flotilla 23

Seattle

mikeb @ zipcon.com

For Copies of this presentation, 4 Up Handout of this PPT
Important Seattle Area Handout 3 Fold, Press Quality
PDF file "Take a Class" card, "Take a Class" stick
on labels and more visit:

//www.captnmike.com/

For Copies of the Posters and more Visit:

//www.zipcon.net/~mikeb/



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