



If You Market It, They Will Come.

Thank you for partnering with The Oral Cancer Foundation in our effort to raise awareness of the growing need for earlier detection of oral cancer and pre-cancer. While this is first and foremost a wonderful opportunity to provide a potentially life-saving service to the public through free screenings, it's also a great to build your practice. If there's one message we can impart to you, it's this: **The best way to ensure a good turnout for your screening event is to *market* the event.**

To that end, here are some ideas you might consider to market your free screening event:

- **OCF website.** Take advantage of the event calendar by creating an event page on our website, which allows you not only to upload the details of your screening, but to have a links providing directions to your practice, a practice profile, and other information.
- **News release.** We have created a news release template you use to inform local TV and radio stations, newspapers and magazines about your event.
- **Local luminaries.** Invite your city's mayor, cit council members, your state senator and representative, your U.S. representative, police chief, local TV and radio personalities, newspaper columnists, athletes, entertainers, etc. to your event. If you get one to agree to attend, let the media know and you'll be sure to generate strong media coverage for your screening.
- **Local heroes.** Call your local police and fire departments and invite them to send their employees to attend the screening.
- **Word of mouth.** Ask your staff members to encourage their friends and relatives to attend. One easy way for them to do this is for them to send emails using the email link on your event page.
- **In-practice advertising.** We also provide a counter-top easel to help you promote the event to your patients.
- **Local companies.** Contact the human resource departments of any large companies in the area and invite them to encourage their employees to attend the screening.
- **Bulletin board advertising.** Print up flyers promoting your event and ask your staff to put them up on bulletin boards at grocery stores, drug store, restaurants, etc. near your practice.
- **Website.** Put the news of your screening on the home page of your website.
- **Social media.** If you have Facebook or Twitter accounts, announce the screening there. (Once you've registered your event on our website, you can easily promote it on Facebook, Twitter or many other social networking sites.)
- **Delivery people.** Invite your USPS, FedEx and UPS people to attend the event, and ask them to tell others on their route about it.

Just because you're providing a wonderful public service doesn't mean you shouldn't also benefit from your generosity. By drawing a large number of people to your screening, and generating extensive publicity for the event, you'll be creating exceptional exposure for your practice and letting prospective patients know that yours is a practice that truly cares about the health of its patients.