**Once the Director is Identified:**

1) Gather your marketing brochures. I used professional photos I bought on-line because, in the beginning, we had no action shots. I thought the professional pictures added to our message as well. Any program is welcome to take our brochure and make it you own until you get you develop your own.

2) Business cards

3) Cell phone, you will be on it or Googling constantly. You will also take tons of pictures to send to families because their loved ones won't remember at the end of the day what they did.

5) If you do presentations in people’s houses or places with big screen TV’s, you can simply take an HD cord with you to contact your laptop to the TV.

6) I did not have videos that first year, but I can tell we grew so much faster when I had them to show. Anyone is welcomed to use our video to give people an idea of what the ministry is about.

7) I would identify key people you think might be good volunteers. You want the loud mouths, the leaders, people who have been hit by this disease so that they can be your ambassadors.

8) Identify bridge clubs, literary clubs full of social women, Rotary, Lions, Kiwanis, museum groups…It takes months to get on their speaking calendars, go ahead and line it up!

9) Make or find someone to begin designing you a Facebook page. Use pictures of your volunteers and families. Be respectful and have all involved have a photo release.

11) You want your page to become a community resource! Use it wisely.

12) Order Teepa Snow training videos for training. They are a community resource, and you can advertise that you are showing them or share one at a time with local support groups.

13) Once you invite people to be on your Facebook page, personally ask them to share your post about the launch of the program.

14) Identify all doctors in your church; they all see dementia. You need to personally contact them, send our video via email so they can see what you are describing.

15) Identify any medical professionals you think would be fo help. PT and OT come to mind.

16) Remember, the more you can talk to any size group, you can frame and educate them that it is their job to help bring their friends to a “community luncheon” or something unintimidating to the church. Participants in early stages often come with friends or meet them their for lunch that first day. You are educating the public on how to bring our friends back out into the community.

17) Identify any financial resources and explain that participants will be paying and that any gift would go a long way.

18) Identify social newspapers or magazines for the press release. Tell them you will buy and ad if they give you a free story! Sometimes they will do the story for free anyway, but that is one good bargaining chip.

19) Remember, you are marketing to younger people because you don’t want the image of a nursing home. Maybe you take a snap shot of initial volunteers to use in the first advertisements.

20) Try your hardest to recruit well-known people from other churches so you can include this is a community effort…it is bigger than just one church, this is for the whole faith community, you just want to be the catalyst.

21) Gather and print all your participant paperwork.

22) Meet with financial office to see the best way to do billing.

23) Develop an activity binder so you will have something to pull from when an activity only lasts 5 minutes☺

24) SURF< SURF< SURF Pinterest. Develop your folders. Look for youth group, team building and 1st-grade art projects that you can make look like an adult.

25) Recruit your volunteer musicians.

26) Recruit volunteer artist that will come in once a month, week, a quarter? Whenever they can.

27) Get your computer set up.

28) Recruit someone who might do exercise class fro 20 minutes for you…Yoga? Weights? Stretching? I did it for two years; it is not rocket science.

29) Identify art projects for several weeks, remember you don’t have to do art every day. Think outside the box…cooking classes, 20 minute speakers, devotions, music, hand eye games for groups

30) This blew me away; our senior pastor asked our prayer team to lay hands on me and pray before we started…it was one of the most memorable moments of my life and the ministry…FIND THEM!

31) Another good referral source is CPA’s. They often deal with taxes and bills of caregivers and family members with dementia. We have had several referrals from them.