



Dear Meeting Host,

Thank you for your interest in hosting a Homeschool Now USA information meeting, or for helping someone else put one on. In a world that is seeing humanity becoming more disconnected, it's important that we don't stop meeting face to face, as some have become accustomed to doing.

This document will go over some best practices of hosting a meeting and the second page is a flyer you can modify with your specific information and print and use to promote your event.

You may wonder, do flyers really work in a digital age? Absolutely! A recent study showed that the response rate to flyers is extremely high compared to paid print or internet advertising. We believe it is because people are still looking to connect with a human being. A flyer tells them that someone cared enough about this to take time out of their day to hang it. People are naturally attracted to passion.

We know that many are passionate about telling more people about homeschooling, and we pray that your meeting will be used to reach a people who may have thought about homeschooling or have wondered if they could do it but didn't know where to start.

Below is a list of best practices for getting the word out to your local community with this flyer. You will have to adapt to your specific situation. A suburban location, versus a rural would obviously

The most effective way to get the word out to your local community is to identify locations in a 5 to 10 mile radius of your event that families like to visit and then plan a flyer blitz day about 2 weeks before your event. Many restaurants, coffee shops, churches, libraries, community centers and children stores have cork boards that you can use to pin flyers. Recruit homeschool students or families to help you out. This is a great way for teens to get hours of volunteer experience, plus they learn about marketing.

Steps:

- 1.) Update flyer with your specific information
- 2.) Recruit a team to help deliver them
- 3.) Identify locations to place flyers
- 4.) About 2 weeks before event plan about 4 hours of gorilla marketing to target area
- 5.) Meet your group, hand out flyers and locations to put them and materials to hang them
- 6.) Tear out 1 of the contact tabs, this will invite people to tear the others off and take it with them, which is what you want!
- 7.) Reconvene and share some hot chocolate with your volunteers.

Attend one of our live GoTo webinar meetings where we will be training on how to host an event. Visit www.HomeschoolNowUSA.com to register now.