

Grassroots and Outreach Advertising

Grassroots efforts are some of the most effective marketing tactics. Utilize this as a checklist for where you can go and who might be a good partner relationship in your region.

Try visiting any and all of the below list and be sure to **take flyers** to leave with them or post on their community bulletin boards. Check off these locations as you visit and connect with them:

- Social Security Administration
- Housing Authority
- Non-Profit Senior Organizations
- Senior Centers
- Health Centers
- Food Stamp Office
- State Representative Offices
- Mayor's Office
- Homeless Shelters
- Food Pantries
- Laundromats
- Libraries
- Discount Stores
- Thrift Stores
- Senior Liaisons
- Public Transportation
- Lions Club
- Jaycees
- Senior Rescue
- Senior Employment Agency
- DMV
- Immigration Office
- Department of Community Development
- Senior Options
- PASSPORT
- Churches and other Religious Buildings/Organizations
- Rehab Centers
- Physical Therapy Offices

Think outside of the box. Where else might seniors in your area be?