

To: Southeastern Region TOPS and KOPS
From: Mary Reed, Regional Director

RE: Fall Publicity Blitz

Leaders, please share this information with your members, by reading at your next meeting or sharing by email. Please do use it at meeting to make some plans to help you chapter grow going forward. Thanks so much.

Good day to all of you. Can you believe that we're coming toward the end of the year 2017 and need to be thinking of the New Year already? I'm sure you know that people start thinking of making New Year's resolutions before the end of the year so it's important that we put TOPS in front of them as they are looking for ways to losing those holiday pounds. Here are a few things that you can do to let people know about your TOPS chapter. Please read them over and select some to work on in the next few weeks and months.

1. Check with your local paper to see if they will put in a weekly announcement of your chapter meeting place and time. Always try to get the website address in if you can. (www.tops.org)
2. If you participate in a fall event, a walk, rally or awards ceremony, take a picture and send it to your local paper with a caption of explanation. Many times papers will pick up a local photo to publish when they won't do a larger article. Always try to get the website address in if you can. (www.tops.org)
3. Go to www.tops.org, Member area, Stuff for Your Chapter, click on Promote Your Chapter. There are several advertising templates you can use. Scroll on down and you'll see several Seasonal Press Releases that can be adjusted as directed and sent to your local newspapers. Just maybe they'll have an open space to insert it. (If it gets published, send your coordinator and me a copy so we can share what you did that worked in our newsletters.)
4. Consider having a fall Open House or Homecoming. At a Homecoming, you can invite former members to return and perhaps "forgive" any past chapter dues as an incentive. Invite your coordinator, a really good loser, a representative from a gym or a nutritionist who can attest that our eating plan is what folks need to use to lose weight. Note that outside speakers may note sell any plans, pills, potions or other products! It's always a good idea to run speakers by your coordinator for her/his opinion.
5. Report to your coordinator details of any fall festivals, expos or health fairs in your area that would allow us to share TOPS materials. You may be asked to man the event if an

area captain or coordinator is not available to do so. Ask a few of your most successful members if they would spare a few hours to share their stories with attendees. Materials can be provided with a few weeks' notice and funds are available to pay a reasonable entry fee. Your coordinator will be able to help with either of those.

6. Continue to send requests for Healthy and Active Magazine placement. A new issue has been published and is being sent. Simply ask at places you go and sit to wait if they would accept a set of 25 copies of Healthy and Active Magazine in an attractive display box to display in their waiting areas. Also provided with the magazine is a form to reorder when the supply gets low. You'll want to take a copy of your TOPS News with you to explain that the Health and Active Magazine is similar to that. I'll provide a page here with the details that are needed to make the request through your coordinator by mail, fax or scan and email. He/she will check to make sure that the information is complete and then send them on to me for processing.
7. Make your chapters the best they can be by following the 80/20 plan as described in the "Making Your TOPS Chapter Great" manual. Provide private weigh-ins and always recognize successes. Provide time for discussions and programing that you know is accurate by using materials provide by TOPS Club, Inc. in the many sources: the website, TOPS News, My Day one and the Real Life Book.
8. And the very best ways to provide publicity is to work hard on your own weight loss journeys by taking part in TOPS Million Pounds Mission by cutting and burning those calories. When your friends, relatives and co-workers see your success, they will ask how you are losing your weight. Then you can invite them to join our TOPS family!

Your coordinators and I will very much appreciate any assistance you can provide as we strive to serve our chapters and help our organization to grow and prosper in years to come.

Wishing you all a pleasant and successful fall.

Love,

Mary

Healthy & Active Magazine Placement Request
Please fill in all spaces and print clearly
Sent to your Coordinator for review

Name of TOPS Member requesting the placement: _____

Complete name of Facility/Business allowing placement: _____

First and last name of person authorizing shipment: _____

Title of person authorizing shipment: _____

Complete mailing address to include zip code: _____

Email if available: _____

Phone Number: (_____) _____

Name of TOPS Member requesting the placement: _____

Complete name of Facility/Business allowing placement: _____

First and last name of person authorizing shipment: _____

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Complete mailing address to include zip code: _____

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