

Role of the OLLI Publicity Committee

The OLLI Publicity Committee is chaired by an appointed member of the Advisory Committee. Members include steering committee representatives and other members selected by the chairperson.

Responsibilities:

- Develop a publicity plan to promote OLLI at Manchester to area organizations and communities.
- Create press releases for upcoming events.
- Attend special events for older adult issues to share OLLI at Manchester information, gather contacts and recruit potential members.
- Develop and maintain a database of area newspapers, newsletters, and websites and community television that are willing to include information about OLLI.
- Provide Manchester updates, articles and photos for the statewide OLLI newsletter and website.
- Collaborate with OLLI office and CLL Marketing in developing term brochures.
- Develop a speakers bureau of OLLI volunteers to visit community groups, speak about OLLI and promote interest in membership.

Initial Steps:

- Plan for recruiting additional committee members.
- Begin identifying contacts/organizations who will share information about OLLI.
- Design look of fall term brochure
- Identify and develop any tools needed (hand-outs, fact sheets, video, etc.)