



## TWENTY-FIVE **25** WAYS TO HAVE THE BULLETIN WORK FOR YOUR AHEC/HETC

- 1 Conduct an in-service/staff meeting discussion over lunch regarding the most current *Bulletin* in relation to your program activities.
- 2 Give the *Bulletin* to your friends and family to help them figure out what you do for a living.
- 3 Leave the *Bulletin* in waiting areas and restrooms to impress your clients and customers.
- 4 Send every issue to all your local legislators and government officials to remind them of good work you are doing with their funding.
- 5 Send a copy of the *Bulletin* with a cover letter to your university dean thanking him or her for supporting AHEC, continuing their support, noting articles of special interest, etc.
- 6 Place copies of the *Bulletin* in university and college student lounges to promote AHEC/HETC.
- 7 Send copies of the *Bulletin* along with your health career manuals to workforce development/labor organizations.
- 8 Send a copy of the *Bulletin* with a cover letter to potential AHEC/HETC partners describing possible collaborations.
- 9 Send a copy of the *Bulletin* with your annual report to demonstrate the national perspective of AHEC/HETC.
- 10 Make sure every board or committee member receives each issue of the *Bulletin* to reinforce their work for your center.
- 11 Have extra copies of the *Bulletin* on hand for people to take during events, fairs, and other programming.
- 12 Have the *Bulletin* distributed through the internal mailing system to key departments within your university or college.
- 13 Send the *Bulletin* to the parents/guardians of the kids in your summer programs along with a program evaluation and thank you letter.
- 14 Write an article for the *Bulletin* and distribute that copy to your key stakeholders and use it to lobby for a raise from your boss.
- 15 Submit your picture along with an article to show your kids how important you are to the AHEC network.
- 16 Include the *Bulletin* as part of your dissemination plan strategies for your federal grant application.
- 17 Include the many uses of the *Bulletin* as part of your marketing or strategic plan and budget the resources to do so (i.e. cost of bulletins-\$5.00 each and postage-first class - \$2.50).
- 18 Read the *Bulletin* to your pets so they understand why they are left alone all day.
- 19 Send a copy of the *Bulletin* to your former spouse reminding her/him to pay child support because you are still working in the non-profit world.
- 20 Write an inspirational article for the *Bulletin* celebrating a special volunteer or special student.
- 21 Ask one of your key stakeholders to write an article representing your AHEC to reinforce their commitment to you.
- 22 Utilize the *Bulletin* to promote your products nationwide.
- 23 Send a copy of the *Bulletin* to physicians in private practice as a "cold call" preceptor recruitment effort.
- 24 Distribute the *Bulletin* to the alumni of your medical/nursing schools requesting donations as a fund raiser.
- 25 Include the submission of an article as an employee performance goal to publish/promote your program activities.

Building  
Community/Academic  
Partnerships For Health



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