

# The *Community Info-Line*



## *What is the Community Info-Line?*

The Community Info-Line is the most creative marketing, business development and community relations program ever made available to organizations who would like to have their names continuously heard by the public in a very favorable manner.

## *Why Should I Consider the Community Info-Line?*

Whether you are looking for improved public relations, service differentiation, enhanced customer/client loyalty or more customer/ clients, this program can deliver all of these benefits while simultaneously providing a valuable resource for the community. The Community Info-Line is the best and least expensive way to have your name heard thousands of times each month in a community under the most favorable circumstances.

## ***How do I benefit from the Community Info-Line?***

You are able to invite local organizations such as churches, social clubs, boys & girls clubs, little league teams, soccer teams; and many others, to record messages on a telephone-accessed voice information system, and these messages are available 24 hours each and every day to the calling public.

As an example, a local church has a need to consistently inform their congregation about services, youth activities, bible study classes, social events and more. Through the Community Info-Line, that church can make ten recorded messages available to their thousands of members on these important topics, and as the members frequently call to hear these messages, they are reminded that you are making this possible. In addition, a listing of these messages which are distributed to the church members can also include an acknowledgement of this useful and generous community service being made available by you. With hundreds or thousands of church members from just this one church availing themselves of this 24/7 service, the continuing exposure to your name is a very positive situation for you.

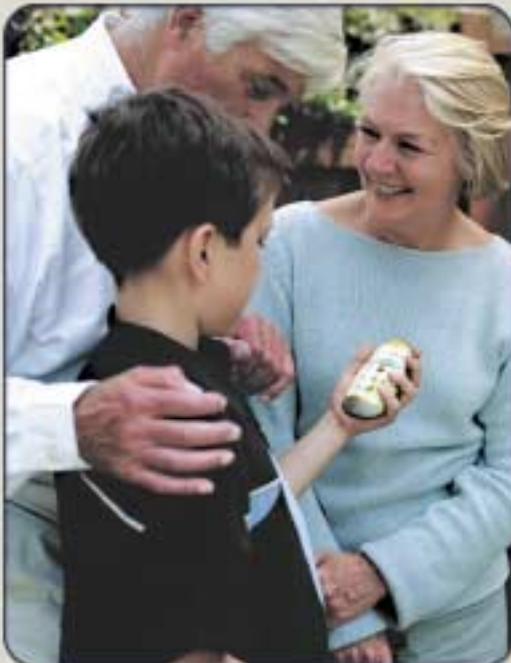
Multiply this one example by many organizations in a community and you can see how extensive this positive and continuing exposure can be.



## ***How many local organizations can I invite to participate on my system?***

The Community Info-Line has 3,000 message spaces that can be allocated to community partners. If these organizations or businesses are allocated ten messages each, a total of 300 community partner organizations can participate. The system can be modified to accommodate several hundred additional partners if that requirement arises. Here are just a few of the types of organizations who would benefit from this program:

- After school programs
- Day Care centers
- Tutoring programs
- Community Colleges, Night School, etc.
- Chamber of Commerce
- Rotary, Kiwanis, Elks
- Boys & Girls Clubs
- Sports teams (little league, soccer, swim team, etc.)
- Churches and Synagogues and Many Others



## *Do I have to buy any equipment or install phone lines?*

A four-line Community Info-Line system and up to four phone lines are all that is needed. A single system can serve all of your locations in an area code — all for a total cost of about \$10 per day. We provide easy-to-use materials to help you promote this program to your existing customers/clients and the local media. We also provide simple-to-follow instruction sheets for the organizations who become your community partners explaining everything they need to know about recording their messages and preparing their own promotional materials for their target audiences. There is very little work on the part of your staff, other than inviting others to become community partners.



## *Attracting Community Partners*

Attracting Community Partners is easy. Several methods of attracting and signing up Community Partners include:

### *METHOD #1: USE THE POWER OF EXISTING STAFF AND THEIR FAMILY MEMBERS!*

A simple employee meeting will quickly identify numerous Community Partnership opportunities. Each employee has a social circle and a professional networking circle that has involvement with any number of Potential Community Partners, all of whom would be ideal for involvement in a Community Info-Line program. With easy to understand, simple instructions, these Community Partners can be informed of this free and valuable service and be ready to sign up on the spot! Simple and easy-to-follow instructions will help them get rolling.

### *METHOD #2: USE THE POWER OF EXISTING CUSTOMERS/CLIENTS AND BUILD GOODWILL AT THE SAME TIME!*

You have involvement with hundreds or even thousands of customers/clients on an ongoing basis. They are a diverse group of people, many of whom are involved in their community. Is there any

better way to showcase your generosity than by explaining this community service you are offering, at no cost to Community Partners, and at the same time increasing interest in the service? Take-one cards can be given to every customer/client to not only explain what you are providing but to attract new Community Partners. In the process of attracting and signing up Community Partners, you will receive substantial recognition as a community leader!



# iDAP

Information Systems

*For more information:*

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### ***METHOD #3: USE THE POWER OF THE LOCAL PRESS!***

Luby's Cafeterias (69 towns and cities) from 1986 to 1993, received more press, publicity and accolades for their Community Awareness program than from any other promotional program they had ever done. Parents Pulling Together in Casper, Wyoming, over the past six years received voluminous press coverage for this program, and eloquent praise from our former drug czar, General Barry McCaffrey, and from Vice President Dick Cheney.

Local papers and TV will gladly cover the story of an organization that has made available, at no charge, an information service to the entire community to help build a Community Partnership encompassing many local organizations.

### ***Helpful tools:***

IDAP provides a ready-made package that will take the guess-work out of seeking Community Partners! It includes:

***Take-One Card*** ~ a point of sale display card that can be taken by customer/clients, handed out or mailed to introduce the Community Info-Line and invite them to identify potential users of this free service.

***Community Info-Line Instruction Booklet and Message Log*** ~ an easy-to-use booklet that will help you keep track of your Community Partners and the message spaces they have been given, along with their personal access codes.

***Community Partner Instruction Booklet*** ~ an easy-to-use booklet that will help your Community Partner understand how to record messages and how to promote his or her messages to their intended audiences.