

How PSA Can Help You Create A Successful Awareness Campaign

FOR OVER 25 YEARS,

PSA Worldwide has partnered with people and organizations who are tackling tough social issues head-on. Our extensive experience gives us the tools to help you with running an impactful awareness campaign.

AKA: Your Prevention Partners



WHAT IS AN AWARENESS CAMPAIGN?
The goal of the campaign is to generate awareness and increase engagement within your target audience.

STEP 1:
IDENTIFY YOUR AUDIENCE

STEP 2:
CHOOSE YOUR TYPE OF CAMPAIGN

STEP 3:
CHOOSE THE DATE & GOAL

STEP 4:
CRAFT YOUR AWARENESS MESSAGE

STEP 5:
SECURE YOUR MATERIALS

STEP 6:
HOLD YOUR EVENT

STEP 7:
EVALUATE & REFINE

STEP 1: IDENTIFY YOUR AUDIENCE

WHO IS YOUR AUDIENCE?

If you understand your audience you can tailor your event or campaign for them. At PSA Worldwide, we recognize that every audience has distinct needs and communication styles.

▶ Here are some common audiences and how PSA tailors products for their unique needs:

ADULTS

Visually appealing, with well-researched educational messaging. Events can be instructional as well as interactive.



UNIVERSITY & COLLEGE

Trendy and engaging with relevant subjects that empower and bring awareness.



NATIVE AMERICAN & ALASKA NATIVE COMMUNITIES

Bright and colorful, with respect to family, nature, and traditions.



YOUTH

Playful and colorful. Events should be more about participation with fun activities.



MILITARY MEMBERS & FAMILIES

Straight-forward, no-nonsense, with an emphasis on duty to family and country, with images and messages that reflect this community.

STEP 2: CHOOSE YOUR TYPE OF CAMPAIGN

Here are some examples of PSA products you can use for an **INFORMATIONAL CAMPAIGN**

All of these have room for your organization's branding.



WHAT TYPE OF AWARENESS CAMPAIGN DO YOU WANT TO ORGANIZE?

Informational or participation? We pair educational messaging with products that get used regularly, which means your message stays top of mind.

BANNERS, DOOR WRAPS AND POSTERS

Visually appealing signs displayed in high-traffic areas to catch the eyes of passersby and convey essential information.

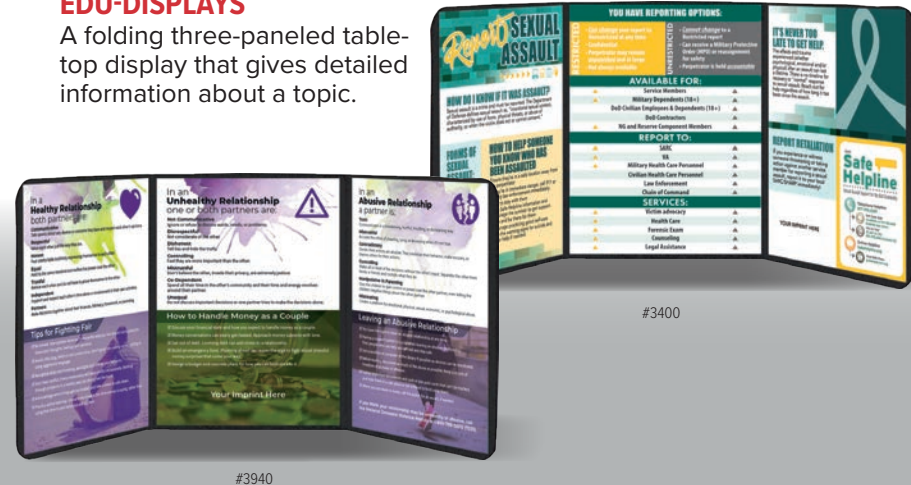
WALLET CARDS

Reference cards containing essential information, emergency contacts, or quick facts related to the topic.



EDU-DISPLAYS

A folding three-paneled table-top display that gives detailed information about a topic.



INFORMATIONAL CAMPAIGN PRODUCTS

INFO CARDS

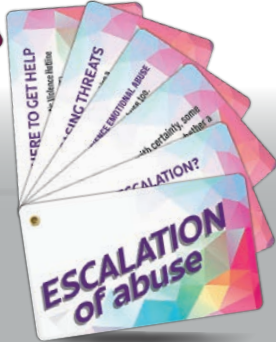
Six pocket-sized, grommeted cards that contain essential information or prevention facts about a topic.



#4413



#4401



#4557

STICKERS AND DECALS

Impactful messages paired with attractive graphics that can be distributed at events, workshops, or community gatherings.



#4462
WB-03



#3685



#4507
SV-03



#4209

EDU-CARDS AND RACK CARDS

Handouts that feature statistics or calls to action.



#4604A
SB-01



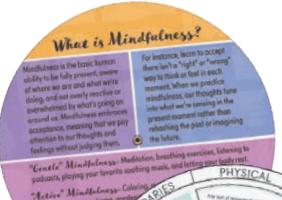
#4604A
SU-01



#4607

EDU-WHEELS AND EDU-SLIDERS

Interactive mediums that contain essential information or prevention facts about a topic.



#4440



#3452



#3679



#1130

BROCHURES AND PAMPHLETS

Educational materials that give key facts, statistics, or resources related to a topic.



#4202



#4403



#3742N

PARTICIPATION CAMPAIGN PRODUCTS

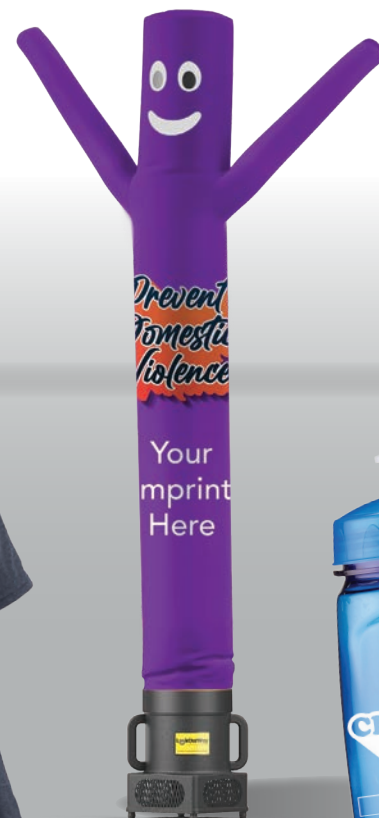


FUN RUNS

A running/walking event with an emphasis on having fun, promoting a sense of community, and raising awareness for a cause.



#4625 INFLATABLE EVENT ARCH SA-03



#4497 INFLATABLE TUBE DANCER DV-01



#2673FR WOMEN'S FUN RUN AWARENESS T-SHIRT FR-08



#4481FR UNISEX FUN RUN AWARENESS T-SHIRT FR-01



#2746 AWARENESS CINCH PACK SB-01



#3046 RACER KIT SU-01



#4279A ON THE GO AWARENESS BOTTLE CA-01



#4506 TEAL SILICONE WRISTBAND SA-05



#4603 SUICIDE AWARENESS WRISTBAND SU-02



#3150 TWILIGHT SAFETY WRISTBAND

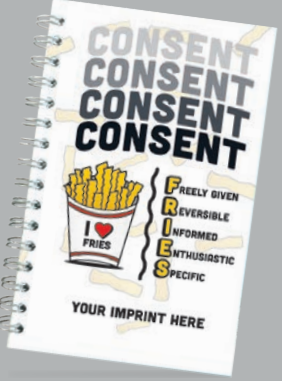
PARTICIPATION CAMPAIGN PRODUCTS

TRAINING, SEMINARS, AND CONFERENCES

Gatherings where participants can engage in discussions or get training to equip them to address the issue.



#3365 EDU-DISPLAY KIT
Three of our most popular event items are bundled together for your convenience!



#4546AN AWARENESS FOLDERS NATIVE CA-01

#3365WB

SU-18

SU-18

#4424 MENTAL WELLNESS THUMBALL

#3657T ARDEN SOFT TOUCH PEN TEAL

#3722A PLEDGE BANNER EQUAL OP

#4396 SEXUAL ASSAULT AWARENESS LANYARD SA-01

#2531 STATEMENT JOURNAL SA-15

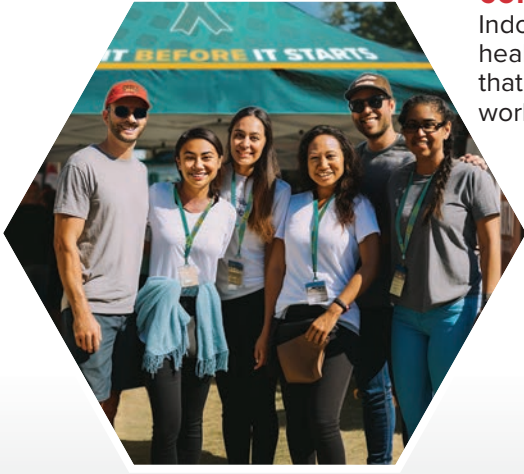
#3407 "WHAT WOULD YOU DO?" LARGE WHEEL - RELATIONSHIP

#3728 COUNTERPOP SAPR-01

PARTICIPATION CAMPAIGN PRODUCTS

COMMUNITY OUTREACH EVENTS

Indoor and outdoor events like health fairs or community festivals that include educational booths, workshops, or hands-on activities.



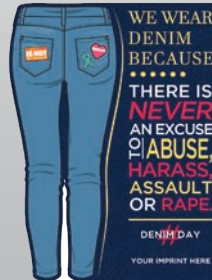
#4593 CHILD ABUSE PREVENTION SELFIE FRAME CA-01



#4610 SUICIDE PREVENTION YARD SIGN SU-01



#4350A AWARENESS YARD SIGN DA-01



#4509 DENIM DAY YARD SIGN DD-03



#2848 BAG TOSS EVENT GAME WB-02



#2817B SA-04

#2817B OUTDOOR EVENT KIT

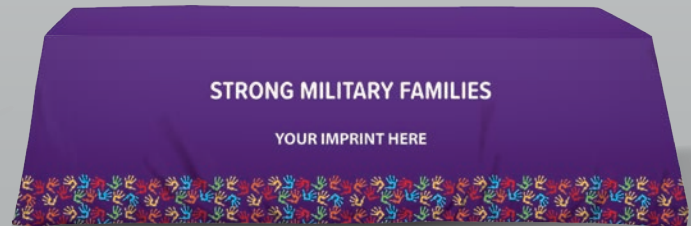
Four of our most popular outdoor event items bundled together for your convince!



#2396 INDOOR/OUTDOOR BLADE SIGN SU-10



#3088 ALL-WEATHER SANDWICH BOARD DV-01



#1480CA CONVERTIBLE FULL-COLOR TABLE THROW CA-05

STEP 3:

CHOOSE THE DATE AND GOAL

WHAT IS THE GOAL OF YOUR CAMPAIGN? TO EDUCATE? TO ENGAGE? TO INCREASE PREVENTION?

At PSA we recognize the power of organizing your campaign around National Observance days or months. This not only provides a ready-made platform for your campaign but also helps you reach a broader audience by contributing to the ongoing dialogue for the issue at hand. Many of our products are designed with these observation days in mind.



2197 MINI RETRACT-A-BANNER
SA-24B



#1637 4"X8" FULL-COLOR
HANGING BANNER
SB-06



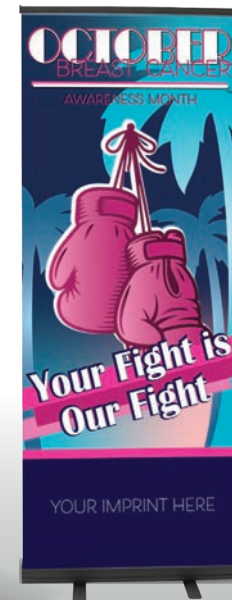
3961 PINWHEEL
YARD SIGN
WB-01



#3727SV DOOR WRAP
SA-63



#1595 RETRACT-A-BANNER
DM-01



#1595 RETRACT-A-BANNER
BC-01

STEP 4:

CRAFT YOUR MESSAGE

WHAT IS YOUR AWARENESS MESSAGE?

Your campaign needs a strong message with a compelling call to action. Let PSA help! We have a team of researchers, writers, and artists dedicated to producing content and designs specific to your mission.

What kind of call to action does your audience respond to? Straight-forward and bold? Soft-spoken and subtle? We can help you find the right messaging that will meet your program's unique needs.

If you don't find what you're looking for, call us! Our team will work with you to bring your vision to life and deliver tailor-made products for your program.



1595CUS RETRACT-A-BANNER



3982 CUSTOM
EDU-WHEEL



3848 INFO CARDS FULLY
CUSTOM



#3875 CUSTOM EDU-
SLIDER



3640 CUSTOM EDU-
DISPLAY

STEP 5: SECURE YOUR MATERIALS

WHAT DO YOU NEED TO MAKE YOUR EVENT RUN SMOOTHLY AND SUCCESSFULLY?

Whatever you need: signage, outdoor event kits, education items, giveaways... we've got you covered. Our team of account specialists is here to help. What price range works for your budget? How quickly do you need your items? Your time is valuable. Let us do the legwork for you!



DID YOU KNOW?

PSA does NOT charge set-up fees! This makes it easier for you to compare prices for different products without having to consider extra fees.

	OUR PRICE	COMPETITOR
Advertisement price (250 Qty)	\$2.14	\$2.10
Set-up charge YOU pay	\$0.00	\$55.00
	<u>\$535.00</u>	\$580.00

STEP 6: HOLD YOUR EVENT

ENJOY THE FRUITS OF ALL YOUR PLANNING AND HARD WORK!

Don't forget to take pictures and videos of your event to use on social media to promote awareness of your program after the event is over.



STEP 7: EVALUATE AND REFINE

WHAT'S NEXT?

After your campaign is complete, take the time to evaluate if you accomplished your goal. If so, great! If not, ask why?

Reach out to your account specialist to discuss how it went and how the products worked. PSA loves feedback from our customers and develops products to meet those needs and requests.



LET'S CONNECT:

Call us today! We want to help you plan your next awareness campaign. At PSA, we offer the perfect combination of education, functionality, messaging, and design—all on quality products. Use them to keep your program or company “in front” of your clients.

CALL

Toll-Free: 800-408-8159
Local: 719-471-4228
Fax: 866-704-8946

CLICK

psacorp.com



Last updated by Stacey Jennings on Dec 21, 2022 at 10:00 AM

PSA WORLDWIDE, LLC



PSA WORLDWIDE, LLC

Unique Entity ID LG4BQBA9HR69	CAGE / NCA 040B8	Purpose of Registration All Awards
Registration Status Active Registration	Expiration Date Dec 21, 2023	
Physical Address 11641 Ridgeline DR STE 120 Colorado Springs, Colorado 80921-3943 United States	Mailing Address 11641 Ridgeline DR Suite 120 Colorado Springs, Colorado 80921-3943 United States	

YOUR AWARENESS CAMPAIGN NOTES:

Who is my audience?

What kind of campaign do I want to run?

What are the dates for my campaign?

What is the goal?

What are the messages I want to use?

My Material Wist List:

Item#	Description	Qty	Price