

The following is a list of twenty five ways to market your Venture. Some of these options may be more relevant to your Venture than others. This isn't an exhaustive list; be creative and keep developing new ways to let people know about your Venture!

- Create a **website** for your Venture. This can be done through Youth Venture. Because so many people visit the Youth Venture website, this is a good way to make sure that your Venture gets as many hits as possible. Go to www.youthventure.org to find out more.
- Write a **newsletter** that you send out periodically—by email or regular mail—to update people on your Venture's activities.
- Keep a **blog** about your Venture. This is also possible through the Youth Venture website.
- Keep a **bulletin board** with up-to-date information about your Venture.
- Develop a **logo** that people will recognize and associate with your Venture.
- Create T-shirts, pens, and other **merchandise** with your name and logo.
- Create **posters** and ask permission to hang them in your school, at local businesses, and around town.
- Set up **informational tables** during school lunches, in student unions, or at community events. Create a large sign with your logo for your table.
- Distribute your **business cards** whenever you can. Youth Venture provides business cards for each Venturer.
- Learn how to **talk** about your Venture—then tell everyone about it!
- Use **testimonials**. Ask someone supportive for a quote about your Venture and then include that quote in flyers, newsletters, and other promotional materials.
- Create a **video** that highlights your Venture's activities. You can post this video on your website, show it at events, and distribute it to supporters and potential supporters of your Venture.
- Hold **events** that appeal to many types of people.
- Write a **press release** whenever big events or activities occur and send it to local newspapers, TV stations, and other types of media.
- **Invite** local newspapers to your Venture's events.
- Advertise upcoming events on the local **radio** or in local **newspapers**.
- **Publicize** events and meetings on your school's morning announcements or in your school's newspaper.
- Call people directly on the **phone** to tell them about upcoming events.
- Use free **classified ads** on the Internet or in local newspapers.
- Take **pictures** at all of your events. These pictures may come in handy later when you're creating flyers and brochures.
- **Connect** with already-established organizations that would be willing to talk about or support your Venture.
- Send **flyers** and **brochures** through email or regular mail to as many people as possible.
- **Barter** your service/product for other services/products that your Venture needs.
- Mail **postcards** to community members to advertise your Venture and request donations.
- Offer **gift certificates** or **coupons** for free or reduced-cost products and services.