



## OUR CAMPAIGN MESSAGES

1. Startup Alleghenies is on a mission to bring greater economic vitality to the region by creating an ecosystem for success that supports and recruits entrepreneurs.
2. Whether you have an idea for a small businesses or a scalable entrepreneurial enterprise, Startup Alleghenies provides coaches who will counsel and connect you to available resources in Cambria, Somerset and Blair counties (and beyond, if needed).
3. Partners in the Startup Alleghenies network can help vet ideas, develop prototypes, build business plans, and identify possible funding sources.

## MEDIA INTERVIEW TIPS

- Incorporate at least one key message in your quotes and media relations releases.
- Include our campaign logo at the bottom of news releases.
- Have a “Right Here. Right Now.” campaign sign or logo displayed in your office for impromptu media interviews and photo shoots related to your collaboration with Startup Alleghenies.
- Suggest that the reporter includes a quote from a Startup Alleghenies representative in any story related to your collaboration.
- Always secure media permission for use of any photos/quotes of our entrepreneurs, partners, or speakers that you share with the media and/or with Startup Alleghenies.

# CAMPAIGN ACTIVATION IDEAS

## Website Homepage

- Include the new Startup Alleghenies campaign logo on your website.
- Share success stories and news from Startup Alleghenies on your website and include link to the campaign landing page ([StartRightHereRightNow.org](https://StartRightHereRightNow.org)).

## Social Media

- Follow and share Right Here. Right Now. posts on Twitter, Facebook, LinkedIn and YouTube. Always incorporate #StartRHRN.
- Use the campaign hashtag when posting about Startup Alleghenies, enrollees or promoting related events.

## Events

- Display or pass out campaign signage and flyers.
- Incorporate campaign key messaging in your speech or presentation.
- Include the campaign logo in any photos you take for later use on your website; share with Startup Alleghenies.
- If present, be sure to include a Startup Alleghenies representative in photos and media interviews when possible.

## Presentations

- Use the “Right Here. Right Now.” Campaign PPT template for presentations related to Startup Alleghenies activities.
- Incorporate the campaign logo and key messages within other presentations.

## Email

- Add the campaign logo to your email signature.
- Provide ideas and share information as a member of our Communicators D-List.