

Module

5

Promoting the game

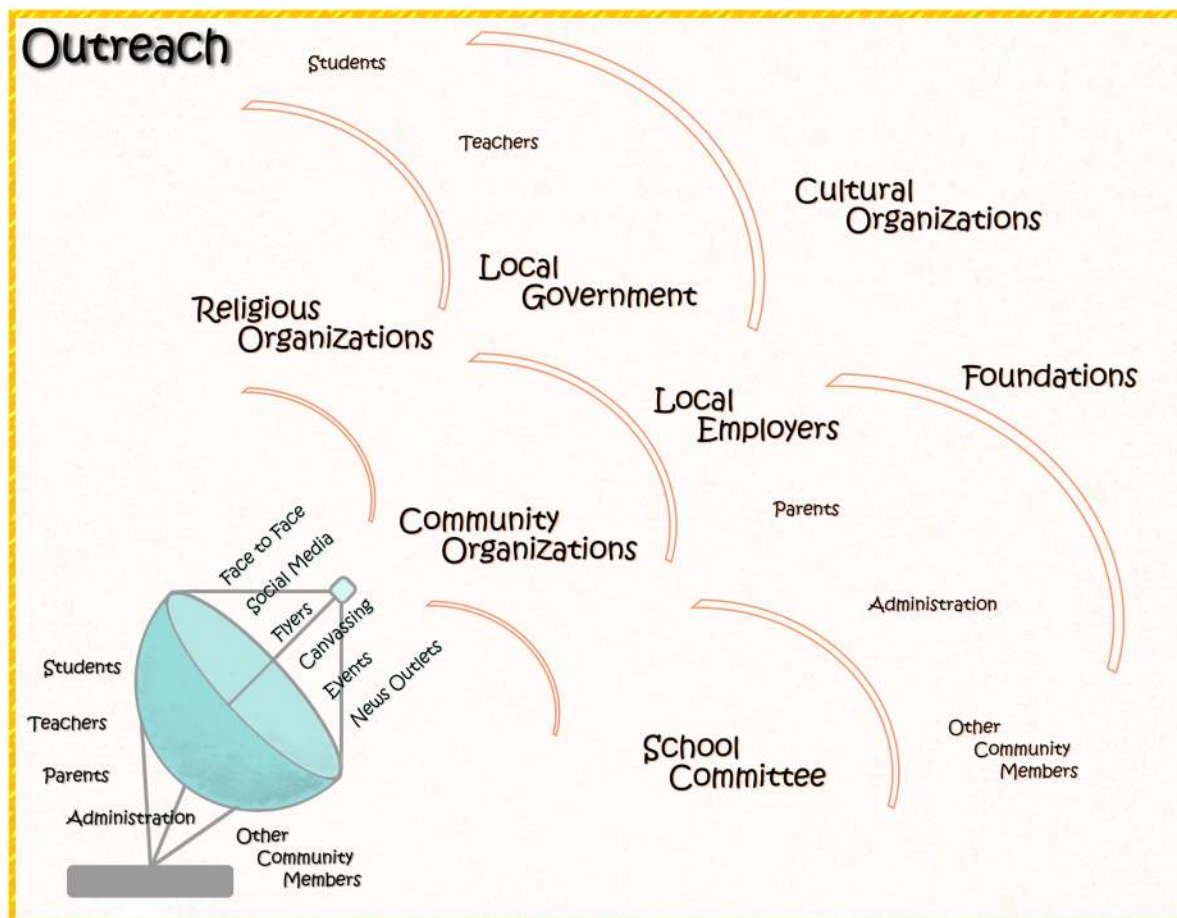
Local organizations support the game because it furthers their goals of community engagement. Players join the game largely because people they care about recommend it. The chance to fund local causes is a powerful draw for everyone. The game catches on when community leaders reach out to their networks, and local organizations provide programming that includes a kick-off event and game play sessions.





Task 1: Identify your target audience

Decide which organizations you'll reach out to in each of the categories below. Make sure these organizations include different demographics, as well, such as neighborhood, age, income, race, ethnicity, and gender.



Youth Activity

Create a map of the different demographics, organizations, and groups.

You may want to color code groups and organizations by demographics contained, and draw lines to show how each group or organization is connected to the others. See the example above.



Task 2: Reach out to local stakeholders

Decide which stakeholder goals this game will support, such as publicity in the community, advocacy for an agenda, collection of data, or education of community members.

Then, develop messaging for your stakeholders, and consider different messages for different media, such as emails, blogs, Facebook, Twitter, etc. Branch out to any other available local media, such as community news websites, newspapers, community access TV.



Youth Activity: Craft your message

Choose one of the stakeholders you're targeting.

With this stakeholder's needs in mind, explain what your game can accomplish, and create an argument for why it is important to play this game. Draw on what you learned about the impact of a CPI game in module 1, your community interviews in module 2, and the game you developed in module 3. You may also want to role play face-to-face interactions.

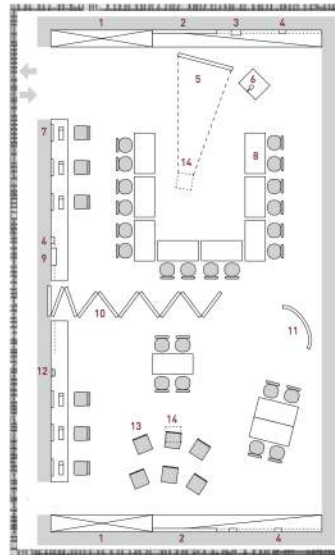


Task 3: Guide stakeholders' own outreach

Talk to each stakeholder about how they are engaging their constituents in game play.

What is the stakeholder's vision for how the game will support their programming or agenda? Have they organized sign-up and game-playing events? What school-based game-playing events can they plan, such as registering in-class or after school, or providing food to those who sign up?

In what physical spaces will they play their game? The best environment is an open and informal space where people can easily interact with each other, such as library commons, a community center, cafe, or youth-friendly restaurant.



Task 4: Plan the party

Plan a kick-off event and game-play party in collaboration with a group of stakeholders or stakeholder organization. Starting things off with a bang will encourage further play sessions over the course of the game.



Youth Activity

Draw a picture of what will happen during the kickoff event.

Include the layout of the space, places for people to play the game and socialize, and consider what people might be saying and doing.

Module 5 Recap



You have reached out to a diverse group of local stakeholders and customized your messages based on their needs. You've also taken the next step by helping stakeholders to do their own outreach and collaborating with them to integrate game play into their programming. Get ready to play.