

Weekly Grocery Sales Papers

Another easy, inexpensive water safety tip is the grocery store's weekly sales papers. Most sales papers are mailed, but a few are stacked at the store. Here's all you do. Select the period you want the sales papers to start "running" your water safety slicks and then back up a month or so for planning and getting the art into the store's system. Your best publishing / printing time, most likely, will be the "101 Killing Days of Summer" (Memorial Day weekend through Labor Day weekend).

Take a few printed PSA slicks/artwork to a store near the lake, which prints the weekly sales papers. Talk to the store manager. Explain how you are trying to save lives on the lake by informing everyone about boating safety. Show the manager the PSA slicks and ask if it's possible the Store will print one slick per sales paper.

If the manager likes a particular slick and wants to print only that one, fine, one is what you want it will be less expensive to print the same slick each week. If, however, the manager wants two, three, four, etc., that is what you want, also. Your goal is to get at least one slick - and it doesn't matter which one per week for the entire 101 days. You are talking about running one slick for 14 or 15 straight weeks, at no cost to you.

One store manager in the Ohio River Division uses one slick per summer and changes the next summer. He also moves the slick around each week and makes it larger one week and smaller the next. It's a reinforcing, subliminal type voiceless PSA. The person doesn't expect to see a "Don't Swim Alone, Take Me Along" life jacket message on a sales paper. This is good for the store manager, too, as it once again shows concern for shoppers.

Some critics of this idea might say, "Aren't you telling the customer the Corps of Engineers is saying buy goods from 'Such 'n such' store?"

Your quick answer is, "NO! The Corps of Engineers is only saying wear your life jacket, that's all, nothing more, nothing less. The Corps

of Engineers is trying to save lives on the waterways any way we can and save the taxpayers' money."

If the person in question is a store owner, quickly add, "And, if you want to help us save lives at the lake, I will be more than happy to bring a set of PSA water safety slicks by your store anytime." You never know, you might have another sales paper printing your slicks.

Here is another contest idea for you, too. See how many sales papers each team can get. Then, you might want to take a poster board and place on it one summer's sales papers from one store. These will be visual proof your water safety message is getting out.

You might be able to convince the local newspaper reporter to print a photograph of the first sales paper with the storeowner. One newspaper ran a photo of the lake manager and the store manager holding a cute little girl wearing a life jacket, while looking at the sales paper. It's very soft news. However, a good sharp photo of local folks might find its way into a weekly newspaper. Here again, your camera will come in handy. Remember the District's newspaper.

Take a news clipping to the store manager after it appears in the newspaper and thank him or her. At the end of the summer, return to the store and say thanks again, on your normal rounds. Don't make a special trip to say thanks. If the project works well and the manager likes the idea, lay the foundation for next year's project and are you ready for expansion! If the store is owned by a chain, why not go chain-wide? Ask your store manager to present the "sales paper" idea to the corporate office. The manager might want you to present the idea. Great Get the contact's name and telephone number, but request the local manager call first and tell the chain person you will be calling or visiting soon. You are on your way.

Which store are you going to try first?
Happy shopping.