



Dallas Good Neighbor Guide Promotion Kit

Thank you for your interest in promoting the Dallas Good Neighbor Guide! Here is some information to get you started.

About: The *Dallas Good Neighbor Guide* is a booklet designed to equip Dallas individuals and communities with dozens of tangible steps they can take to know and love the people of Dallas. Each activity outlined in the booklet comes with a specific time commitment and estimated cost.

Our Goal: We aspire to see Dallas as a city full of neighbors who know and love one another. We've created this resource to help do just that. Together, we aim to share this guide with 13,000 Dallas residents - representing 1% of the city - and we believe you can play a pivotal role in helping us achieve this goal.

Website: <http://goodneighborguide.org>

Contact the Author, Sarah Steinmann: Guide.Good.Neighbor@gmail.com

How to Purchase:

- Individual copies: <http://bit.ly/DallasGNG>
- Bulk: <https://bit.ly/GNGDallasBulk>

Going Above and Beyond!

No cost steps:

- [Opt-in to email communication](#) from the Dallas Good Neighbor Guide
- Leave a rating & review on [Amazon](#) and [Goodreads](#)
- Share about the *Dallas Good Neighbor Guide* on your social media - **see below**
- Share about the *Dallas Good Neighbor Guide* through email or text - **see below**
- Invite the author to your podcast or recommend her to a podcast you know
 - [Listen to a podcast](#) featuring the author
- September 28 is National Good Neighbor Day. Add a reminder to your calendar to share or reshare about the guide on this day!

Low-cost steps:

- [Buy a copy](#) of the guide for a friend
- [Buy a handful of bulk copies](#) and distribute them in places you frequent

Sharing the Guide:

- Instagram/Facebook/LinkedIn/X

- Preview of images:



- Visit [this folder](#) to download images you can use to share on your social accounts.
- *Borrow or modify any of these captions:*
 - Dallas friends - I love the city and people of Dallas, and I know you do too. This Dallas Good Neighbor Guide is helping me learn to love this city even more. Join me! <http://bit.ly/DallasGNG>
 - Hey, Dallas neighbors! Dive deep into the heart of neighboring in our city with the Dallas Good Neighbor Guide. <http://bit.ly/DallasGNG>
 - I've found that becoming a great Dallas neighbor starts with knowing my community inside and out. Join me in using the new Dallas Good Neighbor Guide to uncover the richness of our city: <http://bit.ly/DallasGNG>
 - Join the movement to create stronger, more connected communities in Dallas! 🍷🏡 Grab your 'Dallas Good Neighbor Guide' on Amazon or Kindle today, and let's build a city filled with good neighbors. ❤️ #DallasGoodNeighborGuide <http://bit.ly/DallasGNG>
 - Dallas friends and neighbors! Interested in how you can engage more intentionally within your neighborhood and our growing city? I highly recommend you check out this thoughtfully designed guide which will inspire you to dive deeper into the Dallas community! <http://bit.ly/DallasGNG>
 - My friend published this new Dallas Good Neighbor Guide! Check it out! <http://bit.ly/DallasGNG>

- **Email Messages:**

- *Option 1:*

Hi [Name],

My friend recently published a booklet that I thought could be a valuable resource for [your organization]. The *Dallas Good Neighbor Guide* is a booklet designed to equip Dallas individuals and communities with dozens of tangible steps they can take to know and love the people of Dallas.

I know that [your organization] is passionate about loving the people of Dallas, and I thought this guide might be helpful for people at your organization to do just that even more. You can learn more about the Dallas Good Neighbor Guide at <https://goodneighborguide.org>.

You can purchase a copy to check it out at <http://bit.ly/DallasGNG>.

I'm also happy to connect you directly with the creator of this guide if you have further questions. We're looking to share this guide with 13,000 Dallas residents - that is 1% of the city!

Thanks for considering - I appreciate you!

- *Option 2:*

Hi [Name],

I'm reaching out to introduce you to an invaluable resource for fostering community engagement and connection in Dallas. I recently came across the *Dallas Good Neighbor Guide*, a comprehensive booklet packed with actionable steps designed to empower individuals and communities to know and love the people of Dallas. This guide offers practical insights and strategies to foster meaningful connections and positive change.

You can explore the *Dallas Good Neighbor Guide* and learn more about its mission at <https://goodneighborguide.org>. I believe that [your organization]'s dedication to loving the people of Dallas aligns perfectly with the ethos of this guide, making it an invaluable resource for your team.

To experience the impact of the Dallas Good Neighbor Guide firsthand, you can purchase a copy directly at <http://bit.ly/DallasGNG>.

If you have any questions or would like to connect directly with the creator of this guide for further insights, please don't hesitate to let me know. Together, we aim to share this guide with 13,000 Dallas residents - representing 1% of the city - and I believe [your organization] can play a pivotal role in achieving this goal.

Thank you for considering this opportunity. Your dedication to our community is truly appreciated.

Warm regards,

[Your Name]

- **Text Messages:**

- Hi! My friend recently published a new guide about being a good neighbor in Dallas, and it made me think of you - I wanted to share! <http://bit.ly/DallasGNG>
- Hi! I recently came across this guide about being a good neighbor in Dallas. It made me think of you. Maybe we could walk through the steps together! Wanted to share - let me know what you think: <http://bit.ly/DallasGNG>

- **Press Release:**

Contact:

Sarah Steinmann

Dallas Good Neighbor Guide Author

Email: guide.good.neighbor@gmail.com

Introducing the Dallas Good Neighbor Guide: A Blueprint for Community Engagement

Dallas, TX - April 2, 2024 - This spring marks the launch of a groundbreaking initiative aimed at fostering stronger, more connected communities in Dallas. The Dallas Good Neighbor Guide, created by a local resident who gathered insight from other residents across a spectrum of backgrounds, was developed to accelerate the way individuals and organizations approach neighborly relations in Dallas.

The *Dallas Good Neighbor Guide* isn't just a booklet; it's a comprehensive roadmap designed to equip Dallas individuals and communities with actionable steps to know and love their neighbors. From practical strategies for community outreach to heartfelt insights on building meaningful connections, this guide is a must-have resource for anyone looking to make a positive impact in their neighborhood.

"At its core, the *Dallas Good Neighbor Guide* is about empowering individuals to become catalysts for change within their communities," says Sarah Steinmann, the creator behind this initiative. "I believe that by sharing action-oriented opportunities to foster empathy, understanding, and connection, we can create a more inclusive and vibrant Dallas for all."

With a mission to share this invaluable resource with 13,000 Dallas residents - representing 1% of the city - the team behind the *Dallas Good Neighbor Guide* is calling on other Dallas organizations to join them in their mission. By integrating the principles outlined in the guide into their community engagement efforts, organizations can play a pivotal role in building stronger, more compassionate communities across Dallas.

"Together, we can inspire positive change and create a more inclusive and resilient Dallas," summarizes creator Sarah Steinmann.

To learn more about the Dallas Good Neighbor Guide and its mission, visit <https://goodneighborguide.org>. Copies of the guide are available for purchase at <http://bit.ly/DallasGNG>.

For media inquiries, interviews, or partnership opportunities, please contact Sarah Steinmann at guide.good.neighbor@gmail.com.

###

About the Dallas Good Neighbor Guide:

The Dallas Good Neighbor Guide is a comprehensive resource designed to empower individuals and communities to foster stronger, more connected neighborhoods in Dallas. With practical insights and actionable steps, the guide offers a blueprint for building meaningful relationships and driving positive change within local communities.

