



**PAINTING  
CONTRACTORS  
ASSOCIATION**



## **QUICK GUIDE**

### **PLANNING & AWARD RECIPIENT**

- Assign roles and responsibilities
- Community outreach
  - Potential families
  - Non-profit organizations
  - Partner with other local painting contractors
- Choose prize amount and timeline
- Choose recipient
- Notify recipient and determine the painting project and project start date

### **PCA REGISTRATION**

- PCA Paint-It-Forward Microsite
- Once registration is processed, you will receive an email with links to download marketing materials and PCA participation letter

### **MARKETING**

- Put badge on your website
- Post and talk about your participation on social media
- PCA will reach out to national and local media

### **THE BIG EVENT**

- Use the QR on the PCA participation letter to pick up paint and supplies at participating retailers
- Send prep crew on day early
- Plan breakfast and lunch for the event date
- Divide crew into teams for project execution
- Take pictures and videos
- Tag PCA on social media