



**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

- Leverage existing relationships with local vendors for product donations
- 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 - PCASocial on all platforms or use #PaintItForwardwithPCA

** If you need help securing free paint, please contact vwimberly@pcapainted.org for assistance. You'll need to be formally registered on the PIF page though!*