Leadership One-Sheet

One of the most important aspects of creating a successful program or sustaining the membership in your group is through publicity. This tells the community what you are about as a group, and what you are doing. As you look around the college you see flyers everywhere! How can you make your organization stand out and encourage others to participate?

Consider many methods of publicity: word of mouth, posters, flyers, banners, showcase displays, buttons, tables on campus, doorknob signs, table tents, announcements to campus organizations, classroom bulletin boards, leaflets pass out while students are waiting in lines, giving away free tickets or gifts, announcements in the campus paper, and internet social websites such as Facebook and MySpace. Also take advantage of promotions and advertising you can get without cost, such as news releases, public service announcements, and newspaper articles.

Tips on Planning Publicity

- Allot about 15% of the total cost of the program for advertising.
- Create a time-line or publicity campaign. Work backwards from the date of your program. Be aware of deadlines for ads reserving space. The optimal time to begin advertising is 2-3 weeks before the event.
- Have the name of the organization sponsoring the event on all the flyers and banners.
- Have a logo that is easily identified with your organization.
- Use "teasers" to grab people's attention. Make them want to know more. An example for a recycling program would be to distribute palm cards with the recycling symbol on them two weeks prior to the event. One week prior, distribute the same plan cards with additional information such as date, time, and place.
- Flyers should: Grad the attention of passersby, SUSTAIN the reader's interest, and elicit a response from the interested readers.
- Do something unique to attract attention tot flyers: use different shapes or hand color flyers. "Less is best." White space is good. Do not use every inch of space.
- Be succinct. Do not give too much information to read. Make flyers simple and eye-catching.

- Utilize the upper left-hand corner: people's eyes automatically go to that space. Catch their attention quickly.
- Vary type faces in size and weight, but use only one of two different type faces (less cluttered). Look at the layout from a distance of 8 – 10 feet; symbols and print that are too close will be unreadable. If this occurs, redo layout.
- Send a copy of all publicity to sponsors with a thank-you.

Suggestions for Getting the Word Out

- Place flyers in student organization mailboxes.
- Place table tents in eating areas and reading lounges around campus. Permission must be obtained from the Student Activities Office prior to distributing in these areas.
- Arrange with the Student Activities Office to reserve a table in a high traffic area such as the main plaza to pass out flyers and answer questions about the event or your organization.
- Advertise an upcoming event on the corner of classroom chalkboards, before and after class (with the permission of the professor).
- Send personalized letters/invitations for the program.

- Have people in costume on campus, giving out information about the upcoming event.
- Have an artist make posters for an upcoming event in the middle of the campus to attract attention.
- Have promoters attend student organization meetings to talk about the upcoming event.
- Hang sandwich boards on people walking around campus to publicize the event.
- Create a group on MySpace or Facebook (or other social networking site). Have everyone in your organization invite their friends to join the group.
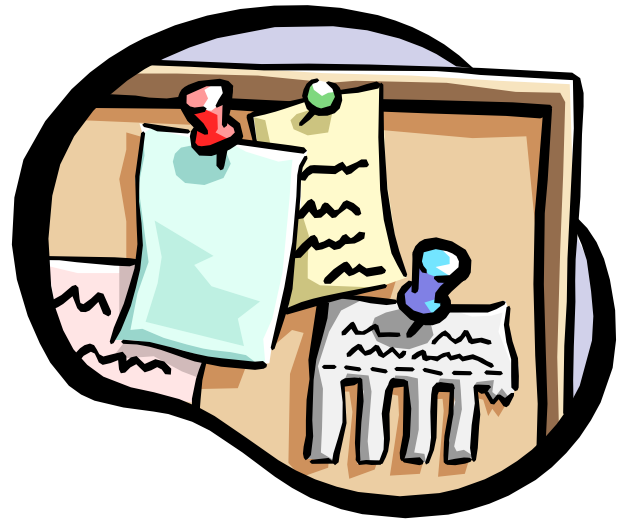
Additional Tips to Keep in Mind

- Have a basic idea in mind before you start.
- Does the flyer grab your attention? Will it stand out from the others? Controversy is often a good-attention grabber but being offensive or in poor taste will have more negative effects than positive.
- Can you read the title or catch phrase from across the room?
- Are the name of the sponsor, time, date, and location included?
- Have you included all important information? (Free food, prizes, special events, short explanations, etc.)
- Have two people check your grammar, spelling, and punctuation.
- Is your message clear?
- Do your graphics match the ideas and concepts of the words?
- Did you use too many fonts? (More than two is usually excessive.)
- Did you vary the font size according to importance of information?
- Is your layout clear?
- Is it too confusing to read? Is your eye drawn to too many points at once?
- Does the flyer inspire the appropriate emotions? (Happiness, curiosity, intrigue, anger, surprise, contentment.)
- Do you like the flyer?

More information is available from:
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http://collegeofsanmateo.edu/studentlife