



ECSU Student Center and Student Activities Office *Co-curricular education for student organizational leadership*

→ SUCCESSFUL CAMPUS PROMOTION ←

If you want to have a successful event or fund raiser, successful campus promotion is definitely a huge ingredient. Following is a list of ideas and suggestions to assist in the planning of your promotion.

Advertising--whether it's a poster, flyer, or brochure--needs to be catchy and economical. Creativity often goes a long way in grabbing someone's attention. When planning the promotion of your event or fund raiser, use some of these advertising guidelines:

- ◆ Appeal to both the emotions and intellect
- ◆ Be affirmative and brief
- ◆ Be economical, but not cheap
- ◆ Continually present a well-developed theme
- ◆ Attract attention, create interest, establish conviction, and promote a desire to participate

There are also a few things you should know regarding the publication and distribution of your advertising. Not being aware of these can slow down your publicity process or even stop it. Make sure you incorporate these items into your plan.

POSTERS AND FLYERS

Posters and flyers should be professional. If your organization does not have a member who likes to design ads, you can contact the Office of University Relations for some assistance.

The Copy Center will copy your flyer, letters, etc. Usually the turnaround time is 1-3 days, so make sure to plan ahead. The Copy Center is located in the lower level of Wood Hall.

POSTING

The university enforces an advertising and posting policy. When developing and distributing your advertising, keep in mind the limitations within this policy; failure to do so could result in destroyed advertising. Inappropriate ads are removed without notice, and highly inappropriate advertising could bring negative attention and consequences to your organization.

Following is the advertising and posting policy of Eastern Connecticut State University (from the Student Handbook):

- ◆ Posting of the flyers and posters must be confined to bulletin boards and kiosks - posting on walls, windows, and doors is strictly prohibited. There may be only one poster/flyer publicizing a given activity on a bulletin board.
- ◆ Posters must not promote the irresponsible use of alcohol or other drugs. Phrases or pictures promoting the misuse of alcohol must be avoided (bust, drink `till you drop, get drunk, etc.).

- ◆ Material must not contain statements or pictures that would be reasonably perceived as being offensive or insensitive to any religious, ethnic, age, or gender group. It must not contain obscenity or pictures of an indecent character, nor should it promote violation of university policy or civil law.
- ◆ Banners may be displayed only in designated areas of the Student Center. Plans to hang a banner should be made well in advance.
- ◆ Posting in housing facilities must be authorized by the Office of Housing and Residential Life. Bring 50 copies of the item to the Office of Housing and Residential Life. Bring copies directly to each residence hall for distribution. Allow 3 days in your planning for this advertising to go up.

OTHER WAYS TO PROMOTE

Other ways to promote your event successfully on campus include:

- ◆ Table tents in Snack East or Hurley Hall - check with the respective staff ahead of time to approve distribution of the table tents.
- ◆ Electronic sign on the ECSU campus - check with the respective staff about getting your event on here.
- ◆ Talk about it!

RELATED SAO RESOURCES

- ◆ Promotion & Publicity Idea

REFERENCE

Adapted from: St. Norbert College, Department of Leadership, Service & Involvement

*Additional resource handouts are available as well as consultation services.
For more information, contact the Student Activities Office in the Student Center at 465-4450.*