

Leveraging Your School and Student Union to Promote Your Campus Club

Campus clubs, unlike other nonprofits, have a very unique relationship with central institutions like students unions and the school itself. More importantly, your target audience is united by their connection to these central institutions.

1. **Get to know the marketing policies.** For every space you're interested in targeting, figure out who is in charge. Is it the student union, a particular faculty, or the school as a whole?
 - a. Their policies are often online but don't be shy about asking
 - b. The policies will help you strategize. For example:
 - i. if posters are only allowed to be up for 2 weeks, you can build that into your event work plan.
 - ii. If posters need to be in more than one language, then you should build that into your volunteer recruitment strategy, or executive job description
 - iii. If the tables are first come first serve, then you know to tell your volunteers to be their early. If specific tables are booked, then you know to book far in advance.
2. **Listservs, Calendars, and newsletters are your best friend.** Schools and student unions want to let people know what's going on. Their communication already bring together a bunch of students and community members interested in something specific. Ask the faculty, school, research, institute, student newspaper, or student union, if they could include your event in their promotions.
 - a. Send them an [email](#), you want them to send out so all they have to do is forward it on.
 - i. Feel free to attach your poster or flyer and don't forget to link to your website or social media.
3. **Classes are captive Audiences.** It may be annoying, but the pitch in the lecture hall at the start of class is still the best way to get a huge captive audience.
 - a. **Step 1:** Develop a list of relevant classes based on who might be interested in your event or program
 - b. **Step 2:** Use your school's course calendar to make a schedule of which classes you might hit when.
 - c. **Step 3:** Have a 30 second pitch ready and rehearsed in which you answer all the following questions:
 - i. Who are you? (your name and the name of your club)
 - ii. What do you want from me? (the action you want them to take)
 - iii. Why should I do it? (the pitch)
 - iv. What do I do with this info? (contact info)
 - d. **Step 4:** Come with materials to leave behind, e.g. postcards
 - e. Be polite, energetic, and sincere. Not every one of your volunteer's is cut out for this work. Sending a poor candidate is worse than sending no one at all.