

# GETTING THE WORD OUT

Promoting Your Events Campus-Wide



# POSTERS/FLYERS

## **In Academic Buildings**

- Must be turned in to the Student Affairs at least one (1) week before the event
- Restricted to permanent bulletin boards inside and outside University buildings, not to be placed on doors, windows, or walls
- Student Affairs is responsible for posting all flyers and removing them after the event date.
- Posters sponsored by one organization must be a half-sheet (8.5"x5.5") in order to be posted. Events sponsored by multiple organizations may be a full sheet (8.5"x11").
- 35 copies must be submitted to Student Affairs

## **In Residential Life**

- Any posting beyond posters in residential life must be approved through the Office of Residential Life
- Must be turned in at least three days prior to the event for posting
- 365 copies for door decs

Odd-shaped posters sometimes are more noticeable because they are different

Table tents must be approved by Student Activities and okayed with Sodexo regarding placement.

Signage such as banners, directional signs, and anything not displayed on bulletin boards must, in addition to being approved by the Student Activities Coordinator, be installed by the Physical Plant upon consultation regarding placement.





Fundraising event to get our Karate Kids  
to the 5<sup>th</sup> National Tournament in Darwin

# family fun day

Sat. 14th December  
11am - 3pm

entry  
**\$7**  
per family



**Bodhidharma**  
971 Basalt Rd  
Shepherds Flat

Silent Auction  
balloons  
Sausage Sizzle  
Cake Stalls  
kids games  
horse rides  
Live Music  
face painting  
jumping castle  
Trash n Treasure  
refreshments

for more details contact:

ph: 03 5476 4280 . 0418 313 789

email: [info@bodhidharma.com.au](mailto:info@bodhidharma.com.au)

or visit our website: [www.bodhidharma.com.au](http://www.bodhidharma.com.au)

**... and lots more!**



# *Fielder Young Adults* **SUMMER EVENTS**

## *June*

RANGERS GROUP NIGHT - JUNE 14  
CAPTURE THE FLAG - JUNE 15  
SAND VOLLEYBALL @ ROSE PARK - JUNE 18  
THURSDAY NIGHT SERVICE - JUNE 20  
LAKE DAY - JUNE 22  
OPEN GYM - JUNE 28

## *July*



IRON GROUP 4TH OF JULY COOKOUTS - JUNE 30 - JULY 6  
THURSDAY NIGHT SERVICE - JULY 11  
NIGHT ULTIMATE - JULY 19

## *August*

THURSDAY NIGHT SERVICE - AUGUST 1  
THURSDAY NIGHT SERVICE - AUGUST 15  
COLLEGE CAMPUS OUTREACH - AUGUST 19  
VOLLEYBALL TOURNAMENT @ DBU - AUGUST 24  
THURSDAY NIGHT SERVICE - AUGUST 29  
TWO STEPPING - AUGUST 30

## *September*

FALL RETREAT FOR COLLEGE & C2C - SEPTEMBER 6-7

FOR MORE INFORMATION CHECK US OUT ON:  FIELDER20S  FIELDER20S



# ★ CAMPUS KICK-OFF ★

## STUDENT ORGANIZATION, VOLUNTEER AND JOB FAIR

- ★ Join us for the Fall 2009 Campus Kick-Off!
- ★ Meet and Greet Student Organizations!
- ★ Find Volunteer Opportunities!
- ★ Look for On- and Off-Campus Employment!

**THURSDAY SEPTEMBER 17**  
**11 AM - 2 PM**  
**UNIVERSITY PARK**

(Rain Location: Student Center Ballroom)



Sponsored by: **EASTERN**  
MICHIGAN UNIVERSITY  
*Campus Life* & Career Services Center  
200 McKenny Hall  
734.487.0400  
career.emich.edu



**MASSART**

MASSACHUSETTS COLLEGE  
OF ART AND DESIGN

**SENIOR**

**PORTFOLIO**

**EXHIBITION**

**GRAPHIC DESIGN**

**36 PORTFOLIOS**

**TUES, MAY 10, 2011**

**5:30-8:30PM**

**LIGHT REFRESHMENTS WILL BE SERVED**

**PAINE GALLERY  
SOUTH HALL**

**621 HUNTINGTON AVE, BOSTON, MA**





# TIPS FOR MAKING

## **Canva**

- Free poster making website
- Able to download as a pdf or png
- Templates are available on Canva too

## **Publisher**

- Microsoft program that allows you to design posters

## **Illustrator/Photoshop**

- Graphic Design focus
- A lot of tools and technical pieces



# CHALKING

## **Policies:**

- Pre-approval for chalking must be obtained from Student Affairs
- The material used to mark the walk must be water-soluble chalk
- Chalked messages must not be placed under any building overhangs or within ten (10) feet of any building entrance. It must be done in open areas that can be directly washed by rain
- Chalking can be done 72 hours prior to an event
- The Office of Student Affairs maintains the rights to remove chalking that does not follow the above requirements.

## **Ideas:**

- Footprints leading to an event



the  
Great  
Chalk

Walk

AUGUST 20<sup>TH</sup>







Hey, Class of '16 + '14  
REGISTER TO RUN  
@ smith.edu/voting  
sept 24-28  
FOR YOUR SGA CLASS CABINET



# RSU CALENDAR & SOCIAL MEDIAS

- To get your event on RSU's calendar & social medias, an email needs to be sent to David Hamby ([dhamby@rsu.edu](mailto:dhamby@rsu.edu))
- Email should include:
  - Event Date
  - Event Time
  - Event Location
  - Sponsoring Organizations
  - A description of event.
- There is also a student calendar on MyRSU



# IMAGES ON TVS AROUND CAMPUS

- There are TVs all around campus with scrolling photos of posters.
- An email should be sent to the Administrative Assistant for that building. If you're unsure who that is, go ask one of the departments, and they'll be able to point you in the right direction.
- Image should be emailed to the Administrative Assistant
  
- DCTC: Deana Cantrell in Student Affairs
- Baird: Donna Sims in Arts & Sciences



# STUDENT ACTIVITY EMAIL

Verizon 1:25 PM 18%



From: **Student Activities** >



To: **AllStudents** >

Hide

## Campus Events 4/2-4/8/18

April 2, 2018 at 10:56 AM

Happy Monday & Happy April!

The following activities are happening this week:

- Nominate a Leader of Impact for a HILL Award. Hill stands for “**High Impact Leaders & Learners.**” Nominations are due today, by 5 pm and the nomination form is available at: <https://goo.gl/forms/KITROy4Y3EUeRi803>

- Have you thought about being an RA?

- **Have you gotten an email like this?**
- Your organization can be on this email by turning in your event registration form
- If you want your recurring meetings to be listed as well, you need to tell Student Activities when you are meeting



# CROSS PROMOTION

- Cross promotion is when other organizations or people promote your event
- It's great to build relationships with other organizations so you can go and promote your events.
- Contact other organizations.
  - Talk to them at SGA
  - If you need their email, just ask Kayla Conkling in Student Affairs
- Co-Programming can also get you a wider audience.



# TABLING

- Flyers handed out as people go into the cafeteria or athletic events
- It helps if you have something to give them, like candy
- To table at Chapman, you coordinate with Coordinator of Student Activities & Daniel Wells (Sodexo)
- To table at athletic events, ask Sara Braun ([sarabraun@rsu.edu](mailto:sarabraun@rsu.edu))
- To table at Baird, ask Donna Sims ([dsims@rsu.edu](mailto:dsims@rsu.edu))
- To table at the Dr. Carolyn Taylor Center, ask the Coordinator of Student Activities



# WORD OF MOUTH

- Talk to other students about your event, get a buzz going on social media.
- Balloons: write promo on them and hang around campus
- “Teaser events” to get people talking about the event.
- Flyers handed out as people go into the cafeteria or athletic events
- Flyers on pizza delivery boxes
- Giant letters: 1 per window in residence halls or Hillel
- Kiosk or large box outside
- Notices written on chalkboards in classrooms
- Person walking around campus or in a dining hall in a costume and/or with a sandwich board / Roller skater wearing costume or signs
- Large stuffed animals on campus with a sign
- T-shirts