

Campus Publicity and Attention Getters

Good publicity and advertising is the key to any successful event. The goal of advertising is to motivate people to come to your event and to remind them to do so. Here are some new ideas you might try:

- Progressive Signage. This idea peaks interest over a period of time. Start off ads with a one or two word attention getter. Every day add another word or two until you have completed the message. Use eye-catching words, phrases, and materials.
- Insert colorful flyers into large Ziploc bags and hang from the showerhead in residence halls.
- Borrow a popular slogan and change a few words to fit your program. For example, "Just Do It" could be the title of a community service program.
- Prize Patrol. Just like radio stations give out prizes to listeners who display their bumper stickers, give out prizes to students who display your flyer on their doors.
- Frequent Flyer Card. Give each member of your organization a card that will be punched each time they attend a program. At the end of the term, enter the fully punched cards into a drawing with the winner receiving a prize.
- Redeemable tickets. Give tickets for programs attendance as well as planning and other work necessary for a program's success. At the end of the year, let members redeem tickets for prizes.

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Other Methods of Publicity

- Word of Mouth
- Solicitation Tables
- Banners
- Flyers or memos via Campus Mail to departments, instructors, administration offices, other schools...
- Table Tents
- Door Hangers
- Chalk ads on sidewalks and blackboards
- Pass out flyers to those waiting in lines
- Sign Stands and Easels
- Print Novelties (Matchbooks, Cups, Bookmarks, Balloons, Buttons, Bumper Stickers)
- T-Shirts
- Send out people dressed for activity
- Afternoon Teaser by Performer
- Satellite Ticket Booths
- Walking Billboards
- Footprints Leading to Events
- Free Tickets Stapled to Other Giveaways
- Placeware (Place Mats, Paper Plates, Cups)
- Fortune Cookies
- Miniature Frisbees
- Pencils and Pens
- Brochures
- Window Painting Contests
- Telephone Hotlines

“Any activity becomes creative when the doer cares about doing it right or doing it better.”

-- John Updike