EFFECTIVE PUBLICITY FOR YOUR CHAPTER

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AGENDA

• Event timeline
• How to publicize effectively
• University Relations policies
• Copyworks printing process
• Resources
EVENT TIMELINE

• Timeline (minimum suggested)
  • 3 months prior
    • Reservations for room and publicity spaces should be made
  • 2 months prior
    • Contracts should be in to the Office of Student Life, prior to requesting or receiving a contract. Communicate with Pam Creger about our process
    • Supplier should provide a contract, if they do not have one the Office of Student Life can provide one. Additional information can be found in the Student Organization Handbook
  • 2 weeks prior
    • Catering request should be submitted. Student organizations must follow the food and beverage policies during events, including tabling.
PUBLICITY BEST PRACTICES

- What do you think is the most effective way to publicize?
- What ways are you already publicizing for your chapter internally?
- What ways are you publicizing for your chapter externally?
UNIVERSITY RELATIONS POLICIES

• Print Projects
  • Student orgs encouraged to do own design
    • Canva

• Design Basics
  • Consult the style guide and use logos/wordmarks

• Printing Process
  • Plan ahead!
  • Submit via online
  • Ordering Apparel & Giveaways
    • UNI Bookstore for apparel
    • Approved vendors

• Spread the Word

• Professional Headshots
COPYWORKS PRINTING PROCESS

The university has a contract providing a reduced rate (approximately 50%) for jobs submitted through the proper procedures.

Key Items to Remember:

1. It is your responsibility to **plan ahead**. Requests are processed between the hours of 8am and 5pm Monday through Friday. Plan to allow at least a 24-hour turn around for printing submissions.

2. To receive the discounted pricing, you must use the university nameplate or wordmark.

3. Any order placed outside of this approved process will not receive the discount.

4. Any orders taken directly to Copyworks using the university nameplate, wordmark or associated marks will be redirected back to follow the approved process. These marks are licensed trademarks and it is illegal for Copyworks (or any vendor) to use them without permission.
RESOURCES

• Office of Student Life Button Maker is available for Student Organizations to use at no charge beginning Fall 2018

• Student Organization Resources
  • Copyworks order form
  • Button maker reservation and template
  • Social media form
  • Bubble poster reservation
UPCOMING OPPORTUNITIES

• These are opportunities you can do individually or as a chapter.
  • Panther Pantry Volunteer
  • MLK Day volunteer
  • StrengthsQuest Leadership