

MARKETING IDEAS AND RESOURCES

Develop a Plan

- Determine your audience, budget, and resources
- Find appropriate co-sponsors if needed/wanted
- Develop a timeline with specific dates and tools that will be used (reference Planning an Event PDF)
- Seek permission if necessary
- Implement the plan
- Evaluate the plan with suggestions for future events

Effective Promotions Should:

- Sell the event or organization
- Engage your audience
- Be clear in terms of who, what, when, where and why
- Encourage campus involvement

Nanook Engage

Every RSO is required to host a portal in Engage. When you create an event on your portal, it's automatically added to a calendar of campus events.

Social Media

We encourage RSOs to use social media marketing. Create a hashtag for your club or event, tag relevant UAF departments, and follow other UAF clubs and departments to stay up to date on what's happening on campus.

KSUA College Radio

KSUA is always looking for DJs! This opportunity allows students to talk about what they're involved in, invite guests on the show for discussions, play music they're interested in, and learn valuable production skills.

Student Organizations Fair

Each semester SLI hosts a club fair for RSOs to host booths and connect with students, staff and faculty.

What Else Can You Do?

- Identify academic classes that match your mission and ask the instructor for an opportunity to tell students about your student organization
- Live stream a club meeting or event
- Post flyers in these departments
- Co-sponsor events with other student organizations
- Advertise in creative spaces (like, napkin dispensers in Dine 49)
- Hand out tickets (at no charge) to an event, even if the event is free
- Public service announcements on KSUA
- Outreach to student organizations, faculty, department chairs
- Announcements at sporting events
- Stickers or decals
- Have the campus radio station or newspaper interview a club member
- Word-of-mouth
- Write **TONIGHT** across posters and flyers the day of the event