

>>**THIS WEEK'S TOPIC:**
Advertising Strategies <<

Resource #9 - August 25th, 2011

10 Ways to Get the Word Out

Outside of your school's club expo or activities fair, advertising is the biggest way to get the word out about your club. Here is a list of 10 different ways you can build your reputation and inform students of your presence. (Some of these may require permission from your school so make sure it's all right before you get started.)

1. Chalking: Think outside of the box with this; be creative. Start with just the K symbol, chalk it everywhere, people will be curious and then a few days later update it with more information like the meeting room and time. Another idea is "Who Cares?" write it large and then underneath it write Circle K with meeting time and place. For more ideas look at the other attachments that came with this email

2. Flyers: This may seem simple as well but this is another time to be creative. There are several ideas also presented in the attachments but also think about placement. Some unique locations include the inside of the elevator door (riders see it as it closes, it grabs their attention), bathroom stalls (they have nothing else to do), or bus shelters.

3. Dorm Storming: Create small flyers about your club and go into the dorms and slide them under doors. That way there's no pressure on anyone, if they're interested they'll contact you or show up. Another great way to get the word out in the dorms is to go around and offer to take out students trash, it may not always be a ton of fun but it gets the right idea in people's heads.

4. Displays/Tables in Student Union: See if there is a place in your student union for you to set up a display about your club. Passer-bys may get intrigued and take the time to read more about you. Also use contact tables to get the word out, to get people to talk to you have a small service project they can do right there in between classes.

5. Social Media: Many of you already have Facebook pages for your club (if not start one!) so promote it when meeting potential members, but also create individual events for service projects and invite as many people as possible, this includes non-members. You may have a project that involves a passion of a friend. Just getting them to the project may spark their interest to join your club or participate in another project sometime in the future.

6. Social Events: Although service is one of the biggest focuses of Circle K don't forget the social/fellowship aspect as well. Holding social events will build the relationships that people join a club for. An idea that was discussed/held during International Convention was a Kanzius Final Cure Party; this is also a great fundraising opportunity. Check out <http://www.finalcureparty.com> for more info!

7. Business Cards: Have club business cards printed, you can pass these out to board members, committee chairs and members to help spread the word about your club. Challenge them to give at least 1 card to someone in a certain period of time. Have rewards for those who give out the most. <http://www.vistaprint.com> will print 500 for free just pay shipping & handling!

8. Sweet Treats & Sour Puns: Distribute candy to get students' attention, and attach a catchy message. Use hard candy with the messages, "Be a *lifesaver* – Join Circle K!" or "You were *mint* for Circle K!" Or with chocolate kisses, offer to give each passer-by a *kiss*!

9. Boards in Classrooms: Go into high traffic classrooms (not during class time!) and right a catchy phrase along with your meeting time and place. Make sure to keep it small enough so that professors won't automatically erase it.

10. Pencil/Pen Drop: Order pens or pencils printed with information about your Club, and leave them in strategic places all over campus. People are always looking for something to write with so they will find your pen and it may spark their interest. Have some with you during class, those who need one may ask you about Circle K!

REMEMBER: These ideas work all year long! Don't stop recruiting and promoting after the first two months of school, make in a continual process! We mentioned them briefly under some of these ideas but please check out the other attachments that came with this resource. Two of them are from the University of Michigan (They have over 250 members!). One is the different flyers they use and the other is a few examples of the different chalking they do. There are also pictures from NC State Members chalking and using a stencil on their tunnel.