Pre-Program Pointers

A step-by-step guide to increasing attendence at your group's program

Person-to-Person Recruitment

☐ Table and clipboard regularly prior to the event. Ask for students' email addresses and phone numbers. Follow up promptly.

☐ Have your group members invite their personal contacts in your club and on campus. Provide talking points for them to use, including "As a personal favor to me…"

☐ Ask allied organizations to invite their membership.

☐ Attend the meetings of allied organizations and ask to make an announcement about your event.

☐ Ask professors in relevant departments (e.g. Political Science or Public Policy) if they'll give extra credit to students who attend your event. If they will, ask them to announce the opportunity in class.

☐ Ask trusted faculty members, including your advisor, to email their colleagues about your event -- and to invite other professors to distribute information to their students.

☐ Have your group members ask to make an announcement about the event at the beginning or end of class.

☐ For large, relevant classes (i.e. lecture classes of 100+ attendees), ask TAs if you can also make an announcement about your event at discussion sections.

On-Campus Recruitment

☐ Chalk sidewalks and campus quads.

☐ Create and post balloon flyers in high-traffic areas on campus.

☐ Create and hand out flyers in high-traffic areas on campus.

☐ Place flyers in the windshields of public and student parking lots.

☐ Place flyers under dorm room doors, in dorm common areas, and at Greek houses.

☐ Plan an attention-getting, relevant activism event on campus in the week before your event. Table to get contact information of interested students and hand out flyers.

Leadership Institute

@LeadershipInst
LeadershipInstitute
LeadershipInstitute.org

Online Recruitment

- [ ] Create a Facebook event. Tag allied organizations and your speaker. Invite your contacts and ask your members to do the same.

- [ ] Post updates to your Facebook event at least three times per week in the lead-up to the event.

- [ ] Announce the event on your Facebook page or in your Facebook group.

- [ ] Join the Facebook groups of allied organizations and relevant community groups. Post information about your event there.

- [ ] Invite your group's entire contact list by email.

- [ ] Invite your group's entire contact list by text message.

- [ ] Invite local alumni of your club by email and text message.

- [ ] Create a geofilter for your event on Snapchat.

Media and Publicity

- [ ] Announce the event to the media with a press advisory sent to the campus newspaper, radio, and TV as well as local newspapers and TV.

- [ ] Pitch the story and schedule an interview with your campus newspaper.

- [ ] Pitch the story and schedule an interview with campus and local TV and radio reporters.

- [ ] Pitch the story and schedule an interview with campus or local podcasts that are relevant.

- [ ] Email an invitation to the event to local and state conservative and libertarian bloggers. Schedule an interview.

- [ ] Write a letter to the editor of the campus newspaper. Invite students to attend the event.

Outside Organizations

- [ ] Invite allied organizations from nearby campuses. If you're a chapter of a national organization, invite all the chapters in your state.

- [ ] Invite local political parties and the coalition groups associated with that party (e.g. young professionals).

- [ ] Invite local and state think-tanks that may be interested in the topic.

Leadership Institute

@LeadershipInst
LeadershipInstitute
LeadershipInstitute.org