

GENERAL GUIDELINES

- All publicity must be approved through the Office of Student Activities.
- Only recognized student organizations are permitted to post publicity on campus.
- Organizations should use “painter’s tape” when posting all publicity.

ADVERTISING OFF CAMPUS

- If you would like to publicize your student organization activities through outside media sources (includes posting publicity off campus, press releases, etc.) you are required to submit all requests to the Director of University Relations.

ADVERTISING ON CAMPUS

- All campus bulletin board space is to be used primarily for promoting campus events.
- Large banners may be made in the Student Organization Center and placed in the David Campus Center, 2nd floor in Farrell Hall, the Schervish Dining Centre or the Connector.
- **Student groups are permitted to add items to the "This Week at Walsh" e-mail. Submit event information 10 days prior to osa@walsh.edu**
- All marketing materials should be aesthetically pleasing, include the name of the sponsoring organization and contact information.
- Student organizations or departments posting materials must also remove approved materials.
- **Student organizations are permitted and encouraged to engage in other methods of advertising including such forms as three dimensional publicity, freestanding publicity, table tents, door hangers, apparel, etc.**
- Apparel (t-shirts, hats, etc.) created to promote a specific event or student group must be created within the general guidelines for campus publicity. Go to www.walsh.edu/osa
- Student organizations are permitted to utilize chalk to advertise their events. Chalking may not take place 25 ft or nearer to a building.

PUBLICITY IN RESIDENCE HALLS

- If you're interested in hanging publicity in the residence halls, contact the Office of Residence Life for more information (330-490-7301).
- Publicity may be hung in Residence Hall common areas in accordance with campus publicity policy.

***EVALUATE!** – How do you find out what’s going on on-campus? What works?*

***PLAN!** – Remember that you should spend as much or more time promoting your event than planning it!*

***EXPLORE!** – What methods can you use that are beyond just putting up posters?
Social Networks?
Listserv’s? This Week at Walsh?*

WHEN PROMOTING YOUR CAMPUS EVENT

- Make sure to include the following information:
 - Name of event (title)
 - Date of event
 - Time of event
 - Location of event
 - A short explanation of what is taking place at the event
 - If the event is a fundraiser, include what the proceeds are going towards
 - Include the name of the sponsor(s)

The key to promoting your event is dedicating time and effort!

CREATIVE WAYS TO PROMOTE YOUR CAMPUS EVENT

- Make table tents to sit on the tables in the Schervish Dining Centre, the Betzler Grille, and lobby areas around campus.
- Make banners to hang in the David Center Atrium and Farrell Hall
 - Banners must be hung with painter's tape.
- Create marketing on 8.5x11 or 11x17 fliers to post on campus bulletin boards.
 - Fliers can be printed in black and white or color by the Walsh University Print Room
- Send information regarding the event to osa@walsh.edu to be included on the "This Week at Walsh" e-mail.
- Print information about event (title, date, time, location, etc.) on labels and attach labels to packaged candy/food and scatter on tables around campus.
- Have organization members wear organization t-shirts on the day of the event.
- Use three dimensional materials that pertain to the event taking place and attach information about the event to the items.
- Print door hangers to put on door knobs of residence hall rooms. (Please check with Residence Life)
- Use various social networking sites to invite people to your event.
- The more creative you are with the marketing the more interest will be sparked to come to the organization's event. **Have fun with the ideas but also be sure to get approval from the appropriate sources.**

Word of mouth is a great way to create a buzz about your event. The more people talk about what is going on, the more people will be interested and want to come!

Remember to tell your friends to tell their friends and so on!