



Tips for Advertising

Starting or running a club is exciting! You get to bring all of the like-minded, passionate people, who are secular, humanist, atheist, and non-religious, into one place. SSA chapters can be one of the best parts of school because it's all about building a community where you can create lifelong friendships. None of it will matter, though, if you can't get people to your meetings and events. This guide will offer advice on how to market your event and the various types of marketing you can engage in.

Tip #1

Assess Resources: Know what you have to work with before planning. Faculty and staff members, students, other clubs and organizations, and community groups are all resources. They each have a group of constituents that they could reach out to about your event.

Tip #2

Assess Needs & Interests: Who is the target audience for your meeting or event? Does it overlap with other interest groups on campus? What are their interests? What are your goals? What needs are you trying to meet?

Tip #3

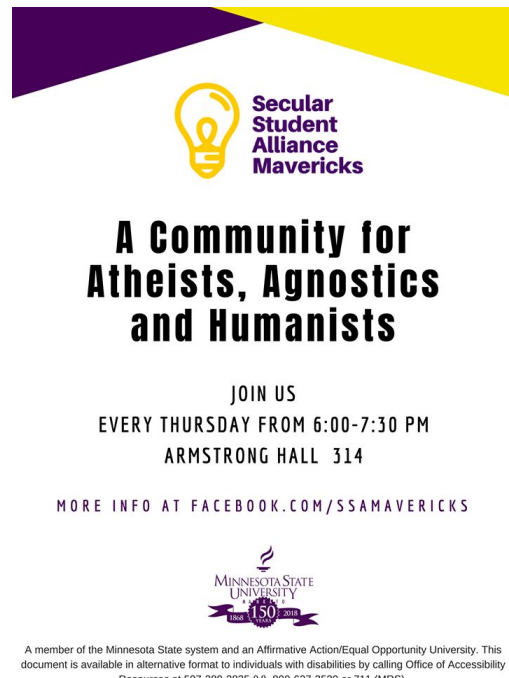
Use Offline Marketing: If you want to reach lots of people with your marketing, and attract lots of new members, it's a good idea to try and reach people offline! Traditional tools like posters, flyers, presentations and logos work well to attract attention on campus. So, in this first section, we'll explore some of the "real world" ways you can market your chapter and your events to your fellow students.

- **Create Flyers:** It's hard to ignore what's in your hand. And, although they might seem a little old-school, flyers still have a lot of marketing power. For just a few hours invested in handing them out on campus, you could potentially reach hundreds of people.
- **Create a Pitch Presentation:** Classrooms are easy targets for recruiting and most professors are open to a quick 2-3 min presentation. So create a short and concise presentation on why students should join your SSA chapter. [Click here for an example.](#)
- **Get Cool Themed Apparel that People will *Actually* Wear:** Make cool t-shirts that you and your members can wear to advertise your club. See if your campus will help you design and purchase it or find a graphic design friend to help you all with designing it!

- **Partner with Other Student Clubs:** Attend other club meetings to show support, don't make it about your chapter though. It's their meeting or event but show solidarity so they know they have an ally. You might get a few new members out of it too! Some clubs that our chapters work with include, the gay-straight alliance, philosophy club, political clubs, science clubs, and even religious clubs. Take for example, the SSA chapter at Clarion University who went to Campus Crusade for Christ's leadership board, one of the Christian clubs on campus! To keep the interfaith strong, they went Christmas caroling alongside them!
- **Create Posters:** One of the simplest and most effective ways to generate interest in your SSA chapter or event is by strategically placing posters around your campus. The better the design, and the more eye-catching it is, the more hype and interest it's going to generate around your club. After all, we've all seen a poster that made us stop and think, right?



Bad Flyer Example



Good Flyer Example

Tip #4

Get online: How to reach even more people:

Grow your Online Presence: Create a FB page, and group for your chapter, make an Instagram account, a Twitter account, and/or Snapchat. Ideally have someone become your social media manager because managing all of that can make you go mad if you're running the chapter too.

Create FB Events: Facebook Events allow people to see when your clubs meetings, or events, are happening. And, they come with some real online marketing power.

Contact on-campus influencers: Every school has a handful of students with a lot of social media followers. You know who we mean...the ones who get at least 400 likes on an Instagram photo. Reach out and see if they could help promote your meeting or even or better yet if they can join.

Create and Share Videos: Use videos to share stories from your members, to share highlights from events, to live stream your events etc.

General Publicity Tips

Use variety when publicizing your event - send emails, flyers, hang posters, write a press release, get online, and anything else you can think of. If you are inviting the general public to your event, think broadly about the potential audience: local colleges and universities, secular community groups, arts or political communities, professional groups, alumni, etc.

1. **Make a FB event and have SSA national promote it.** SSA National can put money into promoting your fb event so it can reach a broader audience. Ask your campus organizer for assistance with this.
2. **Use professors to help market your event.** Ask professors who are teaching a class if they can tell their class about it or better yet if they can offer extra credit to their students to attend if they write a short report on it. You're event can go from 20 people to having a 100 plus if you get even 1 or 2 professors to agree to this.
3. **Do not send e-mail spam to advertise your event.**
4. **Submit information to your schools newspaper, campus media, campus Public Affairs department etc:** A website or online profile front page feature will achieve greater visibility with longer staying power than a campus-wide email. This is particularly helpful for those who would have inquiries about an event.
5. **Develop an appropriate blurb and incorporate a dynamic image.** Make any print publicity visually engaging so that it draws people in and presents the information in a concise manner. Your campus organizer can help you determine the news value of your event.
 - a. Will you be featuring a headline-making speaker? Can you use your event to make the news?
 - b. Consider whether you need a photographer for all or part of the event. SSA National can use photographs on our website or for fundraising or student recruitment publications. You may want to arrange to videotape an important speech and stream the video on our website for viewers who could not attend.