

How do you market your leadership program?

Remember you only have 3-5 seconds to catch someone's attention so BE CREATIVE! Here are 10 fun ideas:

1. Use different kinds of marketing ideas each event. If you use the same thing over and over, it will be boring and your student body will not look at it.
2. When making posters, color is important. Use colors that are opposite each other on the color wheel so that they will "pop". For example: orange and blue, red and green or purple and yellow always work.
3. The size of your poster makes a difference. It's a fact, that if you hang a HUGE poster, people will see it. But, have you ever thought of posting up 100 "little" flyers. I mean like 2" by 2".
4. Certain words you use will always work. Words like "Free" on a flyer will grab attention. "You are FREE to wear your class colors on Friday. Or "YES" really big...."Yes you can purchase your homecoming tickets today". Or "HEY YOU"... "Hey you don't want to miss the fun lunchtime activity this Friday. Have your leadership students brainstorm creative attention catching words.
5. Try doing a "play on words". For example you can put up flyers that say no more information other than: "Kissing contest on Friday". Students will wonder what's going on. Then on Friday have some kind of activity with Hersey kisses.
6. Try cutting your flyers or poster out into creative shapes. Instead of a flyer talking about the "Battle of the Bands", cut a guitar shaped poster and write "battle of the bands" on it. More students will look at it.
7. Try having your students wear the publicity. Print up a t-shirt with events listed. Make stickers, pins, or ribbons to wear. Put important information on a helium balloon and have student tie the balloon to their backpack. Wear a fun visor, headband or hat with publicity information attached.
8. Find creative places to hang your posters or flyers. How about on the ceiling, the floor or right above the drinking fountain. Place a poster around the clock in each classroom, tape flyers to the tops of classroom desks or the backs of bathroom stall doors.
9. Have your leadership students carry a random object. The one that I have found the best to use is a potato. Make sure they carry it all day long. When other students ask them "why are you carrying that potato?" They can then reply: "I can't wait to tell you about our lunchtime activity this Friday, it's going to be so fun!"
10. Try adding a word a day to your bulletin announcements. For example on Monday, just say "Friday". On Tuesday say: "Friday at lunch". On Wednesday say "Friday at lunch in the quad". On Thursday say "Friday at lunch in the quad, be there". Then on Friday at lunch, in the quad have some kinds of fun activity. By adding a word a day, you will spark interest.

Ideas by: Janet Roberts, CADA Past President