

6.2d Advertising your event

Advertising is crucial for running campaigns, volunteering projects and fundraising, but each area needs to be approached from a slightly different angle.

If you are holding a fundraising event, you want to reach as many people as possible to maximise the amount of money you raise, as well as educating the greatest number of people in refugee rights and all the fantastic work STARS do to promote them. To do this it is important that you do not overwhelm people with too much information! Make it clear that the event is being organised by STAR and that for more information they can come to the event, go on STAR's website or attend a meeting.

Posters

- ★ Think of a tag line and keep text to a minimum. e.g. STAR Oxford used the tag line 'Hear for the Human' for a band night co-organized with their SU Amnesty group.
- ★ Direct people to a Facebook page or email address for more information.
- ★ What is the best thing about your event? Have you got a great venue? A great band? Or a great theme? Make sure that this ***stands out*** on your posters!
- ★ Get good coverage with your posters - there is no point spending time making them if nobody sees them! Give each member of your group a section of the university, preferably where they study or live, and make it their job to ensure that the posters are up.
- ★ Remember to get your poster Student Union approved.

Secret and alternative advertising

This can be cheaper, quirkier and more effective than standard leafleting. At all universities there is a lot going on and therefore a lot of posters to compete with. For your posters to have maximum impact people need to be noticing them as soon as they are up.

- ★ One way to do this is to distribute a logo, symbol or picture associated with your event with no other information on it a week before you start your main advertising campaign. When people see the real poster with the same image they should be intrigued to read it and find out what the first flyers were all about...
- ★ Another idea is to stick gold stars on all the coffee cups or pound coins in your Students' Union. Then make a poster saying 'What's with the GOLD STARS...' underneath give information about your group or an event. Many people will be intrigued by the gold stars and more attentive to additional info about your event.

Stickers

Stickers can be a novel and cheap way of advertising, especially if you print your own. Get an army of volunteers to go around campus sticking stickers on everyone so that you have a moving and talking advertisement! Be aware that people will soon take the stickers off and so this would be effective as a last minute promotion.

Word of mouth

Whatever you do word of mouth is always important. People are more likely to go to something if a friend has recommended it. Make sure everybody in your group talks to their friends, housemates and classmates about the event. If you have a friend in a sports team or society ask them to do a 'shout out' at their next training or social.

Facebook

As soon as a Facebook event is made it needs to look popular. Try making the event in a meeting so that everybody can click attending and add friends then and there. You can also ask people to make the event their profile picture and status the day before ticket sales, like Cardiff STAR did with their Storytelling event in December 2011.

Students' Union newspaper and website

Some Students' Unions will allow you to promote your event on their website calendar or in their weekly paper. Make sure you contact them well in advance to secure a spot as event pages tend to fill up quickly!