

## Citrus College Office of Student Affairs

# Promoting Your Club

Promoting your club is one of the key factors in your club's success. Whether you are trying to recruit members or plan an activity or fundraiser, one thing is constant: *If people do not know about it, they can't join or support your group.*

Below listed are some ways of reaching your fellow students and staff. These are just some ideas and are not all-inclusive. Creative thinking and ingenuity are essential. The college has publicity guidelines which must be adhered to, but otherwise, go for it!

- **Interpersonal Contact** - Word-of-mouth is the best way to reach fellow students. You can tell them about your club or activity, give details not available on standard flyers and extend a personal invitation to join you. Tell your friends. Have your friends tell their friends. Get everyone in your club to tell everyone they know. You may also try holding people accountable by saying "I'll see you there, right?" as opposed to "Hope to see you." Statistically, you will have the best results this way. Don't forget to collect email addresses from people interested in your club, and be sure to use them!
- **Flyers/Handbills** - Flyers and handbills are good reminders to people about a group or activity. You can produce these on your own, but they must have an ASCC logo and receive an approval stamp by the Student Affairs Office before you can reproduce or post them. If you need help producing a flyer, talk to the Student Activities Supervisor. Clubs may reproduce fliers at a discounted rate through the campus' reprographics service. This requires at least three days' production time and a special form with approval from the Office of Student Affairs.
- **Posters** - A poster maker is hired by ASCC to make posters for clubs and other student activities. To have a poster made, pick up a Poster Request Form in Student Affairs and turn it in at least five (5) days prior to the day you want to hang it. Clubs are limited to two posters per event and will be charged \$5 for each unused poster. Tape will be provided to hang your posters, however, you will need to leave your Student ID until you return the tape.

- **Marquees** - The marquee over the entrance to the Campus Center is available for clubs to put announcements on. The request form for this is available in the "Club Resources Page." The large marquees at the corner of Barranca Ave. and Foothill Blvd. and the one on Citrus Ave. at the entrance of the main parking lot require a special form as well as approval from the Student Affairs Office. See the Student Activities Supervisor for these.
- **Clarion Student Newspaper** - *The Clarion* is your newspaper. It provides news for you, that is about you, and affects you. They will promote your club if you keep the lines of communication open. You should send a press release to the editor of the paper. Their phone number is (626) 914-8586.
- **Off-Campus News Releases** - If your event is open to the community-at-large and you want newspapers to know about it, the Office of External Relations will take care of this for you. You must go through Student Affairs. **DO NOT CONTACT THE OFFICE ON YOUR OWN!**

**When compiling information for any sort of publicity, keep the following in mind:**

- Who is our target audience? Who can participate?
- What are we trying to involve them in?
- When is it? (day, date, and time)
- Where will it be held?
- Why would they want to come?
- How do they go about doing it?

The answers you come up with for these questions are the basic facts you should include in all your publicity.