

Publicity

It is very important to publicize your recruitment program. Create catchy phrases and posters that will catch people's attention and spark their interest. When creating your publicity remember to include:

- The CKI name. Take credit for what you are sponsoring.
- What is the event? Tell people what's going to happen.
- The CKI logo.
- The date.
- The time.
- The location.
- A contact for more information/Web site.
- Tell who is welcome (all).

Here are some ideas to publicize your Recruitment Program:

- Use word of mouth (Personal favorite).
- Have sign up tables. Be present at your school's organization day and take people's names and e-mail addresses that show an interest in the organization.
- Table tents in your student union and food courts.
- Send out a mass e-mail.
- Pass out fliers around campus.
- Target different groups, large groups, or groups requiring service hours.
- Hang a CKI banner on campus.
- Set up welcome tables in freshman dorms.
- Wear your CKI gear, have your whole club wear it on one day in particular.
- Use radio announcements.
- Use chalking.
- Use bookmarks.
- Use newspaper ads.
- Use bus ads.

The type of publicity you can generate also depends on the size of your school.

For smaller, commuter schools:

- Larger posters and banners around campus
- Chalking
- Table tents
- Fliers in orientation packets
- Fliers on people's cars

For isolated schools, where most students are on campus:

- Blitz campaign
- Chalking in high traffic areas
- Banners and fliers in areas where a lot of students are likely to see them

For large school:

- Fliers and banners where a lot of students are likely to see them
- Eye-catching phrases and posters
- Chalking
- Mass e-mails

size of your school

