

QUICK GRAB: PUBLICITY & PROMOTIONAL IDEAS

1. Teasers
2. Bulletin boards
3. Cafeteria tray liners
4. Web site
5. Vinyl banner
6. Chalk talk on the sidewalk
7. Footprints that lead you
8. Stair steppers
9. Posters in classrooms and above clocks
10. Campus newspaper
11. Write in the snow with cool-aid and spray bottles
12. Hang mobiles from trees
13. Sandwich boards
14. Dry erase boards (in residence halls and Greek chapters)
15. Door hangers
16. Table tents
17. Flyers
18. Postcards
19. Inflatable thing in main area (like car dealership) (We used an inflatable flamingo for our beach themed event)
20. Giveaways with information on them (Frisbee, sticky notes, lollipops)
21. Handbills (photo copy/smaller version of poster or flyer) personally handed out
22. Book marks
23. Host a table a few days before the program in high traffic area
24. Pre-Movie slide show (Like a Preview)
25. Flyers in bookstore bags
26. Key chains with the dates on them
27. Invite a local radio station, they will promote themselves and the program
28. Car flyers (check on legalities)
29. Bathroom-stall newsletters
30. Invitations
31. Promotional packets (CD's, photos of attraction)
32. Coupon for more chances to win (things at the event)