

## TIPS FOR PROMOTING PHILANTHROPY

### GET THE MEDIA INVOLVED

Begin by contacting the school newspaper, radio station, and TV station to let them know about the event that you will be holding. Give them information on the event including the cause, how much you are looking to raise, when and where the event is taking place, etc. If you would like people outside the campus community to get involved, you should contact the local newspapers and TV stations and provide them with the same information.

### PUBLICITY

- Flyers - Hang them up on bulletin boards and around campus advertising your event.
- Handbills - Have a schedule of event(s) with all the information to hand out.
- Table Tents - Have the information on table tents in the cafeteria or library.
- Bed Sheets - Huge banners that can be hung on campus trees or buildings with permission.
- Sidewalk Chalk - Very easy to do and inexpensive as long as it doesn't rain.
- Banners - Can be as detailed or as big as you would like.

### FACEBOOK

Start a Facebook event page listing all the brothers as administrators of the event and require them to send an invitation to all of their Facebook friends. This will help get the word out and also give you a general idea of how many people may attend the event.

### FACEBOOK ADS

Buy a Facebook advertisement. These are relatively inexpensive and they work really well. You can create an ad that will only show up on Facebook pages of people who attend your university and because almost everyone in college has Facebook, your event will get seen by many students.

### RAFFLE/DOOR PRIZE

You should offer door prizes for people who do come to the event. To keep it cheap, go around to local business and ask for donations or gift certificates for door prizes.

### FREE FOOD

The best food is free food. If you have free food for people who participate or attend the event, you will get a bigger turn out for your event.

### T-SHIRTS (WALKING ADVERTISEMENT)

Design shirts that give all the information on the back and require your members to wear them around on the same day. Everyone on campus will be curious about why people are wearing the same shirts and what it's all about. Word will quickly spread. You could also sell them! Get vendors to pay for their logo on the back of the t-shirts to help offset or cover the cost of the shirts.

### OTHER ORGANIZATIONS

Visit other organizations during their meeting times to talk about your event and get people to sign up there or even sell tickets to them.

### CO-SPONSOR

Try to co-sponsor the event with another group on campus. Whether it be the campus programming board or the football team, two organizations spreading the word is better than just one. This is also a great way of recruiting non-Greek students.