



2001 - 2002
National
Speaking
Tour

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Promotions Package: "Marketing to the Mainstream"

National Speaking Tour Promotion

“Marketing to the Mainstream”

The information below will give detailed step-by-step instructions on how to make Educating for Justice’s visit to your campus a success.

Setting a Time for the Presentation

What is the best time to draw students, faculty, administrators, athletes, coaches, and media?

From our experience, we believe that the evening (7pm) is the best time to have the presentation. However, you know your campus community best. If an afternoon event is more appropriate, we can certainly accommodate. When you are scheduling the time, remember to ask the question, “When would mainstream students, who might not be aware of the issue, be most likely to attend?”

Picking a Location for the Presentation

What is a good location on campus?

Do your best to book the most prominent room that has multimedia capability and is centrally located on campus. We will need a room with video, cd, and PowerPoint capabilities for the event. When picking the location, consider the question, “What room is most accessible to mainstream students?” Some things to consider: close proximity to the main student center, athletic complex, fraternity and sorority houses, a location where more “mainstream” events are held, etc.

Getting Funding for the Event

We have set our speaking fee at \$3000.00 to offset the costs of our various programs as well as earmarking one-third of the fee to go directly to the planning and building of a Worker Education and Resource Center in Tangerang, Indonesia. If you refer to the brochure included in this mailing, you will have a better idea of where the money goes. We also require travel costs (varies by school) and accommodations.

If your group does not have a budget to cover the costs, it will be necessary for you to seek funding from other groups on or off campus. Some groups you may want to approach would be: Student Government, Environmental Groups, Fraternities and Sororities, Multi-cultural Groups, Campus Ministry, International Relations Department, Theology Department, Philosophy Department, Economics Department, Sociology Department, Political Science Department,

Gender Studies, Labor Studies, College of Arts and Sciences, Business School, Athletic Department, Local Unions, Church Groups, Progressive Political Parties, and any other groups you think might be interested.

We have included a flyer (last page of other packet) and sample letter you can send to groups you feel might be interested in offering funding support for the event.

Promoting the Event

Once we have booked an event for your campus and funding is secured, we will send you a full marketing package including posters, flyers, a press release and sample letters to send to campus leaders and faculty. After you receive these, simply follow the framework we have laid out and you should be able to generate a tremendous turnout.

1. Generating Student Interest

- Post flyers and posters in prominent areas on campus. Be sure not to market the event solely to activists when doing this. Put flyers in places that are accessible to ALL students, faculty and staff.
- Make appointments with well-connected students and student leaders and ask them to promote the event. This will help start a “word of mouth” campaign, which is your most valuable marketing tool. Again, reach out to people outside your circle of those already concerned with the issue.
- Send out letters to leaders of student organizations along with a copy of the event flyer.
- Submit a press release to the campus newspaper.

2. Generating Faculty and Staff Interest

- Send out letters to faculty, coaches and University Organizations along with copy of an appropriate event flyer.
- Ask faculty if they would consider making the event mandatory for their classes or at the least, an extra credit assignment.
- Invite as many faculty as you possible to have their students visit our website www.nikewages.org prior to our arrival.
- Schedule meetings with Department Heads, Deans and Faculty members and ask for their support of the event.
- Ask for Deans and Department Heads to “co-sponsor” or endorse the event publicly.

3. Generating Local Interest and Building Local Ties

- Invite local unions, church groups, and community groups. If you have a relationship with them, a phone call and flyer should be sufficient. If you do not have an existing relationship, make contact with the head of the union or community group, and the social justice or social ministry staff person in the church group. Ask if

you can have 5 minutes at their next meeting to briefly discuss and invite them to the event. Follow up with a thank you letter.

4. Generating Media Interest

- Contact your University's External Affairs or Public Relations Office and ask if they would be interested in promoting the event.
- Develop a list of local media outlets. This list should include:

Name of local paper, radio, or television
Contact Person
Phone Number
Fax Number
E-mail Address

This media contact information is available at your University's External Affairs or Public Relations Office. If they will not give it to you, go to the campus library and ask at the Reference Desk for a "Media Directory". In this directory you should be able to find a whole range of media outlets in the area.

Do not send out any media advisories or releases without the consent of Educating for Justice.

Once you have compiled the media contact list and we have agreed upon a suitable release for the event, we will work collaboratively to promote the event to the local media.

Support from Educating for Justice

If you have questions or need any support throughout the event promotion process, please feel free to contact Jim Keady at JWKeady@aol.com or Leslie Kretzu at LEKretzu@aol.com or telephone them at 917.804.0491.