



Department of Community Service  
Shapiro Campus Center, MS 203  
(781) 736-3237

# Publicizing Volunteer Events & Opportunities



## Keys to Publicity

- ❖ There is no such thing as too much publicity
- ❖ Consider your purpose, audience, budget
- ❖ Make it intriguing and relevant
- ❖ Develop a plan and execute it
- ❖ Word of Mouth
- ❖ Don't forget the "day of" publicity



## Promotional Options for Campus

### Flyers/Posters

Display posters, banners, handbills, or notices are only allowed on spaces designated for that purpose. Placement on trees, lawns, sidewalks, statues, motor vehicles, permanent University signage, emergency blue light phones, windows, or exterior doors is prohibited. Posting in the Usdan Student Center/Shapiro Campus Center must be pre-approved. To receive approval, take posters/banners to the Shapiro Information Booth.

### Tabling/Ticket Sales

Limited tabling space is available in the Usdan Café or in the Shapiro Campus Center on a first-come first-serve basis. For Usdan, you must reserve a table with the Department Coordinator in the Department of Student Activities. Space in the Shapiro Campus Center is also available depending on what events are taking place in the building. Book space at least a week in advance.

### Mailboxes

Permission must be obtained from the Department of Student Activities. Bring two samples of the flyer to the office and pick up a form, which when completed and presented to the mailroom staff, will allow you to access student mailboxes.

### Media Options

- Campus Calendar: Events can be posted on the University's events calendar by submitting your event information to <http://www.brandeis.edu/events/>.
- Email Announcements: In addition to sending announcements to your own club's mailing list, you can email Lucas Malo at [lmalo@brandeis.edu](mailto:lmalo@brandeis.edu) to have them included in the weekly Community Service email. Use your campus connections to access additional listserves.
- Newspaper: The Justice: News briefs, Coming Attractions, and ads. Get pricing information by calling the Justice directly (781-736-3750). Deadline for information is Friday by 5pm. The Hoot: contact directly (781-736-4755).
- WBRS FM 100.1: Email one week in advance of the date of which you want "spots" to start to [psa@wbrs.org](mailto:psa@wbrs.org).