

# How to promote your challenge

There are lots of different ways you can promote your challenge, both in person or online. Read on for ideas!

## Instagram

Once you have your challenge Instagram set up, there are several ways to make the most of it.

- Make several posts before going out and following people. A good guide to follow is a post about the challenge, a post about the charity you are fundraising for, and an introduction to yourself. This means when people click on your profile, they will see exactly what it's about straight away.
- You could also think about doing joint posts with your RAG or societies at your university, so it appears on their feed too. This will also add a bit of legitimacy to your profile, showing you are partnered with an official society.
- Instagram stories are a great way to promote opportunities. Make sure to tag your university as the location, so people watching stories from their campus see it. You can also tag yourself, co-challenge leader if you have one, student union, relevant clubs and societies (the list goes on!) and hide these behind the photo or video. This means people are able to reshare the opportunity onto their story and spread the word further.
- Follow, follow, follow. To find the type of people that might be interested in a challenge, look at who is liking/engaging with student union posts, RAG posts, or who already follow relevant sports clubs and societies. If someone is following the mountaineering club, it's likely they might be interested!

## Posters

- When poster, think about not only where they are most likely to be seen, but where people will have time to actually stop and read the information on them. For example, in corridors where people often stand to go into their lectures, bus stops, or on the backs of toilet doors.
- It's really important to know the rules of your campus – every university has different rules regarding flyering and poster. If you're unsure what these are, just speak to your Student Union.



## Lecture shoutouts

- Head to the bigger lecture theatres on campus to deliver your shoutouts.
- Get to the room before the lecture is due to start and ask the lecturer if they are happy for you to do a quick lecture shoutout (promise them it will only take 1 minute). Mentioning you are with the RAG society/Student Union can help.
- Deliver your elevator pitch, and then leave some flyers at the front which people can collect on their way out. Or, even better, if you're able to come back when the lecture finishes, stand outside the door and hand them to people as they leave.
- You could think about creating a presentation slide that lecturers can display on the big screen while you deliver your shoutout, to help grab a bit of extra attention.

## Support from other people on campus

- Contact relevant societies and ask them to send out an email to all their members/put a message in their society group chat. Think carefully about who might be interested. For example, if you're promoting a marathon, it makes sense to contact your university running society.
- Make friends with your SU. They might be able to put promotional graphics on screens around campus, or send emails to ALL students.
- Consider contacting different colleges/schools, you may be able to access mailing lists for an entire academic department.

## Flyering

- When it comes to flyering, being proactive is key. Don't just stand and wait for people to come to you, approach people and think about the busiest/best places to flyer. For example, as people are leaving lectures, at busy shops/cafes/areas on campus or bus stops.
- Open with something that's hard for it's hard for them to say no to:
  - 'Do you want to do something incredible next summer?'
  - 'Do you want to go on the trip of a lifetime?'
  - 'Do you want to help raise money for a fantastic charity?'
- Make the most of your resources and give out ALL your flyers across recruitment. However, make sure you are putting them directly in people's hands and engaging with them. Leaving them lying around in the hope people will pick them up usually means they end up in the recycling!

## Door knocking

This is a more old-school method of challenge promotion.

- Visit halls of residence and knock on doors to tell people about your challenge and how they can get involved.
- If nobody answers, you can put a few flyers in their letterbox.
- If you are asked to stop doing this at any point, do not continue.