

How to: promote your challenge

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.

Always open with something that it's hard for them to say no to. Such as '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 the flyers we give you. If you run out of flyers, we are always happy to provide you with more.

Postering:

When postering, always 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, 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 postering. If you're unsure what these are, just speak to your Student Union.

Don't be afraid to be creative. For example, if repeated A3 posters are not allowed, request A0 size ones instead.

Door-knocking:

Go around halls knocking on doors to tell people about your challenge and how they can get involved. If nobody answers, put some flyers under their door / put up posters in lifts etc. (just ensure you have permission to do this first).

Always ensure that you collect contact details (name, phone, email) from everyone you speak to or who shows interest so that you can send them more info and follow-up with them later on.

Social media:

Use social media to support you with promo, NOT as the primary way of doing it. Examples include:

- RAG committee members changing their profile/cover photos on personal Facebook accounts
- Sharing on RAG Facebook page
- Posting in freshers/halls Facebook groups

Support from societies:

Contact relevant societies and ask them to send out an email to all their members/ share the event for the info meeting on their Facebook page.

Think carefully about who might be interested. For example, if you're promoting a marathon, it makes sense to contact your university running society.

Support from your SU:

Make friends with your SU. They may be able to put promo on screens around campus, or send emails to ALL students.

Also consider contacting different colleges/schools, you may be able to access mailing lists for an entire academic department.

Lecture shout-outs:

Get access to room timetables for the biggest lecture theatres on campus and choose which lectures you go for carefully. First year lectures are always great, and either business courses (such as Accounting and Finance, Business Studies etc.) or Social Sciences (such as Psychology, Sociology etc.) work well too.

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). Talk about your trip (using the template scripts below for inspiration), 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 can also print out data capture sheets (where people write their names, phone number, and email address) and pass these around during the lecture, then come back and collect the sheets once the lecture is over. (IMPORTANT: please use the data capture sheets provided by Choose a Challenge rather than creating your own, as these comply with GDPR laws!)

Business-orientated courses

Look around the room now – chances are you will be competing with each other for the jobs you want. Now imagine that with every other University with your same degree. It's tough but fortunately, as **UNIVERSITY** students, you have an opportunity that will set you apart from the rest..... Next year, a huge team of you will fly to Africa, to trek Mt Kilimanjaro. You are seeing baby monkeys on day 1 and on the 4th night you see the sunrise at the summit over the whole of Africa itself. Your flights, accommodation, the trip, food are included as you do it to raise money for an amazing charity, and if that's

not good enough – you then get to spend a week on a beach in Zanzibar, swimming with the turtles, or if you just want to get drunk on a boat with your friends you can do that too! Take a flyer and find out more at **6pm today!**

Social Science Courses

Does this sound like something you want to experience before coming back to Uni next year? A huge team of you will fly to Africa, after raising money for a charity that could have already saved your life and trek to the summit of Mt Kilimanjaro to see the sunrise over the whole of Africa. The flights, trip, accommodation and more are included so its cheap and best of all? After doing this amazing thing for yourself and CV, you get to spend a week on a beach in Zanzibar with your friends, swimming with the turtles and getting a better tan or profile picture than most of your friends before starting **X year.** I'm doing it with you so please come along **at 6pm** to find out why you should join me!