Design Works presents

MARKETING for your STUDENT ORGANIZATION

(a FREE guide)
**Why does marketing matter?**

**ACTION STEP:**
Think of your organization and answer the following questions.

**Marketing can:**

1. **Educate others**

   *Who do you want to educate, and why?*

   *What topics are you trying to educate others about?*

2. **Build awareness**

   *Why is it important to increase awareness of this organization, event, or issue?*
3. Establish connections*
(*Connections can include retention of current members, growth of new membership, and strategic partnerships)

Why are connections beneficial to your executive team and members?

Who are the groups, businesses, associations, and professionals with whom your organization could benefit from partnering?

4. Keep your organization “on brand”

• Branding and marketing is part of student organization management.
• Consistent branding helps your organization be recognizable and increases credibility.
• Your marketing and communications is a reflection of your organization’s values.

Write about your current or desired branding here:
Identifying your Mission

Organizational Mission Statement

1. A mission is an opportunity to define your organization

   Why was your organization created?

   What is the overarching goal you wish to accomplish?

2. Describe what your organization is

   Is it an academic, social, service-oriented organization, or something else?

   What kind of activities and events do you plan on holding?
What can potential new members expect from meetings, events, involvement, other members, etc?

3. Make it simple, but powerful

- Missions should be clear and broad enough to guide decision-making and help explain the organization to potential members
- Keep it short and sweet, about 4-5 sentences

**EXAMPLE:**
The Fashion Design Student Association provides a niche for those interested in fashion on the UNT campus by giving our members opportunities to learn and to demonstrate their talents in fashion design. We produce fashion shows that give our members an opportunity to express themselves through fashion as well as to learn more about the industry and to provide a unique artistic experience for others in the community and at the university. We also provide workshops to further our members’ skills and to encourage diversity and positive body image. Our goal is to present fashion as an art and to change the negative body image created by the industry today.

4. Now write your own!
Organizational Goal Setting

What opportunities do members have within the organization?

- Enhance their understanding of a topic?
- Provide service to the community?
- Allow members to gain professional and personal skills?
- Become leaders in the organization?
- Become leaders in their families, communities, and professional environments?
- Gain skills to manage their own lives?
- Develop a particular skill?

Outlining opportunities:
Set SMART goals

Focus your attention and resources toward achieving SMART goals.

- **Specific**: Be well-defined and focused. How will the goal be accomplished? What actions will you take?
- **Measurable**: How will you measure success?
- **Achievable**: Dream big but be realistic. Are your goals doable and in light of your skills and resources?
- **Relevant**: Your focuses should relevant to overall mission and broader goals.
- **Time-based**: Choose a time frame that works for you. When will you accomplish the goal?

Our two SMART goals:

1.

2.
Your Target Audience

ACTION STEP: DEFINE YOUR AUDIENCE.
Who do you want to reach?

- Finding your target audience allows you to pinpoint who you’re speaking to through your marketing communications. **Specificity is key!**
- Market segmentation means dividing your potential audience into groups based on their characteristics.
- Your organization is open to everyone, but it might not make sense to target every single student.

Demographics

- Age and stage of life: most likely, 18- to 24-year olds in college.
- Sex and gender identity: does it matter for your organization?
- Location: Does your audience live in Denton or do they commute? Does it matter?
- Language, Race, and Ethnicity: is your target audience a minority group on campus?

Interests

- Likes and dislikes: do these interests matter for your target audience?
- Major or minor: are you targeting a specific group based on career goals?
- How does your target audience spend their time?
- Passions or concerns: what matters most to your audience?
- Other involvement: is your ideal audience in other student organizations?
ACTION STEP: BEGIN TO MAKE A PLAN.
Answer questions to discover when, where, and how you will reach your audience.

· When is the best time to reach your audience?
· Where is your audience? Where do they live? Where are their classes? Do they ride a bus or park and walk? Do they go to football games? Where do they hang out? Where do they study?
· How is the most effective way to reach them? Are they on social media? Will they read a poster or flyer? Is it best to give a physical handout to them directly?

Specific information defining our target audience:

The best ways to reach our target audience:
Creating a Marketing Plan

1. Decide on a marketing budget

- How much is your marketing going to cost you?
- Marketing is very important, but few organizations budget appropriately.
- Get quotes and prioritize where you’d like to spend money.
- Check out the page on Resources, Discounts and Ideas to see how to save money on your marketing.

2. Use a calendar and stick with it

- Fill your calendar with every WHEN, WHAT, and WHO. When will you schedule social media posts? Who will post? What content will you post? When will you have tabling opportunities? Who will table? What will your giveaways or main talking points be? When do you need to have posters designed and what will they be advertising? Where will you put them? When will you advertise certain events?
- Calendar tools can be simple and free, like Google Sheets/Excel, or Google Calendar.
- Label projects and deadlines. Color code by project type (lawn signs vs tabling vs social media, for example), and by social media channel.
- Make sure that everyone who will have marketing responsibilities will have access to your calendar.
3. Consider an overarching campaign

- Don’t just advertise your events. A general campaign can build awareness of your organization, gain the attention from your target audience, and drive membership. Use an overarching campaign to tell people about your “big idea,” your regular meeting times, or advertise what you can offer to students.

4. Use analytics tools to gain insights

- Track your followers, and identify the types of posts have the best performance and audience engagement.
- Discover the best time to post on each platform.
- See demographic information to understand your audience better to build profiles of the people who are connecting with you online.
- Don’t forget the big picture - which platforms are performing better overall?
- Identify your top engagers: who is sharing your content and interacting consistently with your posts?
- Social media management is a mix of art and science.

5. Don’t forget evaluation

- Keeping track of what is working and what isn’t can help you make informed decisions to improve your marketing in the future.
- How will you measure success?
- Ask yourself, did you do what you set out to do with your social media marketing?
  - If yes, great!
  - If not, make some tweaks and recalibrate.

6. Consider disability accessibility

- Your organization is open to everyone, and your marketing should be accessible to everyone, too.
- Consider how people with varying levels of ability will be able to connect with your organization.
Resources, Discounts & Ideas

SGA’s Eagle’s Nest

· Eagle’s Nest assists registered student organizations with their programming by providing funding for events, services, or projects. Visit www.studentaffairs.unt.edu/org/student-government-association/services/eagles-nest-funding

Student Activities:

· 100 free black-and-white copies for organizations each semester

Design your own graphics:

· Canva: a simplified graphic design tool website
  Visit www.canva.com
· Adobe Creative Cloud: $19.00 for students
  Visit www.untsystem.onthehub.com
· LinkedIn Learning: Access more than 10,000 video tutorials.
  Visit www.it.unt.edu/linkedinlearning

Advertising on Campus:

· UNT Union Digital Signage: Registered student organizations can advertise their events for free on the screens in the Union.
  Visit www.studentaffairs.unt.edu/forms/digital-signage-network

· Residence Halls: Registered student organizations can advertise using flyers inside the residence halls.
  Visit Housing inside the Welcome Center for approval and distribution.

· Other: The following buildings have bulletin boards where students can hang flyers:
  The Language Building, the General Academic Building, the Life Sciences Complex, the Music Building, Wooten Hall, Sage Hall, and the Business Leadership Building.
In-Person Marketing and Tabling:

- **Student Org Fair at Freshman Orientation**: Represent your organization to thousands of new students during the summer by tabling at Orientation. Register through OrgSync, or contact the Orientation and Transition Programs Office for more information.

- **Tabling on Campus**: Tabling is a great way to engage with the campus community and bring awareness about your organization or event. Visit www.studentaffairs.unt.edu/plan-an-event/student-organization or contact the UNT Union Scheduling Office for more information.

- **Mean Green Fling & University Day**: Represent your organization at Mean Green Fling in the Fall and University Day in the Spring. Sign Up through OrgSync.

- **Make an in-class announcement**: If your ideal target audience might take certain classes, ask the professors in those classes if they would let you make an announcement before class begins.

Digital Marketing:

- **OrgSync**: Maximize your OrgSync presence by keeping your organization page branded, informative, consistent, and up-to-date. Use the OrgSync News feature to post an event.

- **Social Media**: Use social media for free or use knowledge of your target audience to buy paid advertising with specific marketing messaging.
How can Design Works help?

We love helping bring your creative ideas to life!

Printing:

- Business cards
- Hand outs
- Posters, flyers, signs
- Pop-up banners
- Tailgate banner
- Lawn signs
- Pub board

Design:

- Logos/Branding
- Posters, flyers, signs
- Banners
- Brochures
- Business Cards
- Digital content
- T-shirts and promo items
- Pub boards

Extras:

- Balloons
- Buttons
- Stickers
- Brochures
- Photography: group photos, headshots, event photography
We offer special pricing for student organizations. Check out these popular packages:

**Package A: $25**
- 10 posters
- 2 lawn signs
- Union digital advertisement

**Package B: $53**
- 1 poster design
- 56 handbills
- 5 posters
- 2 lawn signs
- Union digital advertisement

**Package C: $86**
- 1 poster design
- 104 handbills
- 10 posters
- 5 lawn signs
- Union digital advertisement

**Package D: $143**
- 1 poster design
- Poster design adapted for 1 social media post
- 200 handbills
- 20 posters
- 10 lawn signs
- Union digital advertisement

**A La Carte**
- Poster design = $30
- Handbills, one sided = $0.08 each
- Posters = $0.60 each
- Lawn signs, with stand = $9
- Union digital advertisement = Always FREE!
- Buttons