



## BUILDING A CROWD

One of the main reasons to participate in the First Monday Campaign is to *educate* your campus community. Therefore, always keep in mind that one of the hallmarks of success is building a crowd for the event.

Here are a few tips to help build an audience for your event:

- Create a buzz on campus! Word-of-mouth is one of the most successful marketing tools on college campuses. Start with your core group, bring it up in your classes, and talk about it at social and sporting events.
- Generate interest by putting up banners, making classroom announcements, sending campus-wide emails, etc.
- Try to get coverage in your campus newspaper by contacting the appropriate editor.
- Post an announcement on social networking sites like Facebook or Myspace to let people know about your event.
- Use a catchy slogan and bright visuals to get students to notice your flyer first among all the others.
- Partner with other campus organizations to host your event. Not only will their members attend your event and boost participation, but they can help you reach out more broadly to other students on your campus.
- Tailor the following sample announcement to promote your event via campus organizations and/or personal e-mail lists:

*[YOUR SCHOOL/ORGANIZATION] is joining Alliance for Justice in a national campaign to educate the public about the first full term in the Roberts Court. Though an exploration of the personal stories behind two of this term's most controversial cases, we learn just how much power the Supreme Court has to affect the lives of ordinary Americans.*

*Come to **location** at **time** on **date** to view a short documentary, Supreme Injustices, and hear from **speaker(s)/title**. Refreshments will be served after a discussion on what we can do to ensure a fair and independent federal judiciary.*

Need help filling seats at your event? Alliance for Justice has contacts with student leaders, academics, and community activists nationwide who may be interested in attending your event. Contact [studentactioncampaign@afj.org](mailto:studentactioncampaign@afj.org) to request help with building a crowd for your event.