

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, so make sure people are talking. Start with your core group, bring it up in your classes, and talk about it at social and sporting events. Start your friends talking.
- 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.
- Use a catchy slogan and bright visuals to get students to notice your flyer first among all the others. Go to www.afj.org/student/student_action_campaign/index.html for a downloadable flyer to help publicize your event.
- 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 an effort by movement conservatives to reshape American jurisprudence. The campaign seeks to shed light on the origins of this movement, to outline its agenda, and to identify some of the movement's most high-profile players.*

*Come to **location** at **time** on **date** to view a short documentary, A Quiet Revolution: The Right Wing Assault on our Courts 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. Simply contact studentactioncampaign@afj.org to request help with building a crowd for your event.