

QUICK GUIDES FOR STUDENT ORGANIZATIONS



ADVERTISING

Email Distribution Lists

Send emails to all of your members without needing to constantly cut and paste all of the addresses! Check out these online options:

These three offer both free and straightforward emailing: **Google Groups** (<http://groups.google.com/>) and **Yahoo Groups** (<http://groups.yahoo.com/>). These tools are very similar in that they let you send plain text emails to an unlimited number of addresses. Most typically used for discussion lists to allow a group of people to email each other.

VerticalResponse:

<http://www.verticalresponse.com/>

VerticalResponse is a reliable, sophisticated and popular online service that allows nonprofits to send up to 10,000 emails per month for free. It's strong in deliverability—ensuring your emails go into your subscribers' inboxes rather than their Spam.

MailChimp: <http://www.mailchimp.com/>

MailChimp offers a wide range of features including automatic posting to Facebook and Twitter. Their services are completely free if you store less than 500 subscribers and send less than 3000 emails per month.

Student Media Outlets

WXIN/Student Radio Station:

Media Center 228, Tel: 456-8288

<http://www.ricradio.org>

Anchor/Student Newspaper:

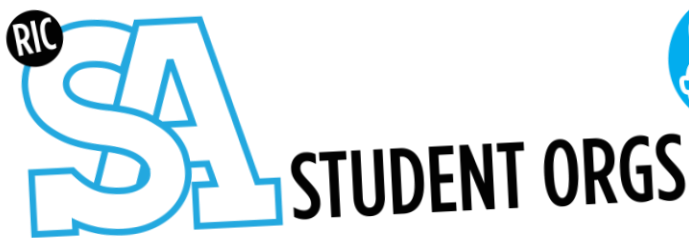
Media Center 229, Tel: 456-8280

<http://www.theanchoronline.org/>

Anchor TV/Student TV Production:

Media Center 237, Tel: 456-1984

<http://www.anchor.tv/>



Resources

Student Activities Briefs

The Office of Student Activities sends out weekly e-mail messages to all students to inform them of upcoming campus and local events, as well as other involvement opportunities.

To have your event or announcement included in the SA Briefs, complete the online form at

<http://www.emailmeform.com/builder/form/c42JF1415W6>.

Please note that messages are usually sent on Friday afternoons so information must be received by Thursday, at the latest, to be included.

SA Marketing

SA Marketing which is located in Student Union 435, offers graphic design services for student organizations. SA Marketing services include large-scale banners (print and digital), logo designs, posters, flyer posting service, and brochures. Each student organization receives 300 FREE SA Marketing points to use for orders throughout the year. These points can be used for any SA Marketing services throughout the school year. Any additional orders over the 300 points will be billed to the student organization.

http://www.ric.edu/student_activities/sMarketing.php
graphics@so.ric.edu, (401) 456-8806, Student Union 435

RIC Weekly Report for Faculty and Staff

The *Weekly Report* is an e-newsletter compiled by the Office of Communication and Marketing, which is sent to faculty, staff and administration every Wednesday. Submissions to the e-newsletter can be made online at

www.ric.edu/news_submit/briefs_login.php.

Printing, Copying, and Posting

Student organizations can make copies using Publishing Services in the basement of the Kauffman Center. Please bring your organization account number with you or use the Production Request Form found on your Student Activities USB drive.

Student Community Government, located in Student Union 401, offers photocopying services at a reduced rate for students. Students can also make color photocopies in the Library.

Flyers may be posted in designated areas: bulletin boards and posting areas only, in accordance with fire codes. Flyers may not be taped to windows, painted surfaces or doors.

Distributions on car windshields are not permitted. See signage policy for more information:

<http://www.ric.edu/administration/policies.php> and click on Event-Related Temporary Signage.

SA Marketing can also post flyers for student organizations.

Essential items to include in all publicity

Name of attraction or event
Date of event
Time: beginning and ending
Location of event
Admission price (even if it's free)
Deadline for applying (if applicable)
Contact information of the sponsoring organization
Any co-sponsoring organization names

A few other suggestions:

Always use spell check.
When using a computer to make publicity, SAVE your work frequently.
Use a variety of colors and shapes.
Balance light and dark space.
Using all capital letters is very hard to read from long distances.
Adding "Attendees who wish need accommodations may contact " ____"can be helpful for event accessibility.

Your organization has invested a lot of time and energy into sponsoring an upcoming event. Now the only question is, "Will they come?" With so many things happening on campus, how will the publicity for your event stand out from all the others?

Requests for Campus Signs

In an effort to streamline and organize sign requests, please direct all requests through the Office of Facilities & Operations. Kindly email facilitieswo@ric.edu so a work order can be placed on your behalf. All sign requests must be on a work order and need to be entered two weeks prior to event date. All campus sign requests must be submitted through your organization advisor.

Be sure to include the following information in your email request:

- Student Organization Name, Contact Name and Telephone Number:
- Event Location, Date & Time:
- Signage Description: (include template/ examples)
- Additional Information:

Other Options

- Draw a chalk mural. Student Activities has sidewalk chalk for groups to use.
- Hang a sign on the Donovan Bridge or ask SA Marketing to design a bridge banner for you. Student Activities has banner paper, markers, and paint for groups to use.

Rhode Island College
Office of Student
Activities

Student Union 408
(401) 456-8034

@RICStuAct

http://www.ric.edu/student_activities/

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