



# Summary of Grassroots Marketing Strategies for College Campuses

**Campus coalitions:** Educate campus coalition members about Quitline. Ask them to speak with friends, supervisors, professors, etc. to let them know about the resource. Ask campus coalitions to have the Quitline number imprinted on all promotional giveaways and promoted at all coalition events.

**Flyers/Posters:** Posting flyers is one of the most common and effective ways to advertise a program on campus. Consider using different colors and shapes for flyers posted in common locations. Look into posting flyers in different locations such as at campus and campus-area bus stops or on walls where students are waiting in line at the bookstore, registrar's office or financial aid office. Distribute flyers in residence halls, student unions, cafeterias and Greek houses.

**Student health services:** Collaborate with campus health services to incorporate information about Quitline into existing cessation programs. Distribute low cost quit kits that include information about Quitline.

**Campus Web site:** Work with campus administrators to have information posted in a frequently viewed area of the university Web site.

**Listserv distribution:** Work with individual schools, departments, and student groups to have information distributed to their listserv members.

**Informational tables:** Set up an informational table at campus health fairs, in student unions or in other common areas. Participating in career fairs may also be effective as research shows that employers prefer to hire nonsmokers, and most students want to quit smoking before they graduate.

**Campus journalism program:** Work with journalism students to gain earned media in campus newspapers, radio and television. Consider public service announcements on campus television and radio.

**Alternative press:** Run a simple print ad in the weekly independent newspapers targeted to college students.



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**Approach Greek council(s):** All fraternal organizations are bound to perform community service in the areas surrounding their campus. While most have set projects which they work on each year, they often need 'busy work' to fulfill their obligations. At the least, they can hang posters, pass out flyers, etc. At most, they can effectively organize to promote Quitline on a larger scale.

**Chalking:** Most colleges and universities will allow students to advertise meetings, events, etc. on high-traffic concrete areas like sidewalks or the "Pit" at UNC Chapel Hill. You can buy a tub of sidewalk chalk for a few dollars at any toy or department store. Make sure to check the weather before moving forward – you need a few consecutive rainless days, or it will be a waste of time.

**Artsy students:** Build a relationship with art majors and/or any club these students may usually get involved in. Get them to set up a 1-800-QUIT-NOW art contest of some sort. Work with music majors to hold a concert, which will draw students to a central location. Then you have a captive audience and can promote messages as necessary.

**Chalkboarding and desk drops:** Get a handful of students to get up early before classes start, and go from building to building, classroom to classroom, writing 1-800-QUIT-NOW on the chalkboards. If not too big, many professors will let it stay and every student all day will see it. This works well in groups of two so that while one person is writing on the chalkboard, the other is putting a flyer on every desk.

**Tabling with a phone:** Setting up tables in high traffic areas is all well and good, but only if there is something for students to do, and if the person staffing the table is high-energy and committed to the cause. This person should never be sitting, and should always be yelling.



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Set up a QuitlineNC table with one or more phones and let anyone who comes over call the Quitline. Whoever is staffing the table should dial the number themselves to avoid students calling their friends, playing pranks etc. Most cellular phone companies have dozens of phones which they will happily donate for use during (non-controversial) events on campus.

**Class raps:** When organized effectively, class raps are an effective way of getting the word out on a college campus. Recruiting youth to help is crucial because students will listen to their peers. Here are some steps on how to organize raps:

- Enlist the support of faculty members in any public health related field at a specific college. Personal meetings to explain what you're doing will get the ball rolling.
- Ask these faculty members for five minutes in one of their classes.
  - Talk about the dangers of smoking. Inform them that college-age kids are the primary target of the industry. You're essentially preaching to the choir here, so the goal is to activate them to take action.
  - Convince the class that being a tobacco control advocate is an essential element of being a public health professional, and inform them that you will help them not only learn about the issue, but you will also teach them how to organize a campaign effectively, improve your public speaking skills, etc.
- Develop a "standard rap" – a concise but informational 2-5 minute speech about the problems of tobacco and the solutions provided by QuitlineNC. It should include five steps: Introduction, Problem, Solution, Legitimization and Call to Action.
- Send a letter and/or email to all professors noting that tobacco is an issue which transcends all ages, religions and cultural beliefs—that it affects everyone. Ask for two minutes during their class session so that students can educate one another on this issue.
- Schedule class raps with supportive faculty and coordinate schedules with public health students. Give them a public speaking and presentation workshop, answer any questions they may have and send them off to change the world.



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**Guerilla raps:** These are great, but introverts need not apply – it takes a special kind of student to effectively pull it off.

- The first three bullets still apply. Recruit faculty support, a few good speakers and make sure they have a standard rap – a uniform message that will get delivered.
- Look through course catalogues to find the biggest classes, along with their times and locations.
- Five minutes before large lectures begin and when students are still settling in, walk in, say “excuse me” very loudly to get everyone’s attention and give your speech. Finish by the time the class is scheduled to begin, so as not to annoy the professors.