

Reflection: Promoting A Positive Campus Image

A few SADD clubs struggle with an image problem because students may think that the members are trying to stop them from having fun on campus. Of course, nothing could be further from the truth. SADD members are trying to make the campus more fun, more enjoyable, and more safe.

Know what the “image” of your group is. Decide what you want it to be and sell that image. If students see your group as prohibitionist, brainstorm ways you can educate on a positive image.

Think positively! Remember that if you spend more time building a fun, positive image, you won’t have to fight a prohibitionist one!

Always think about your image and how members behavior affects the group. Have a balanced group.

Define your groups views about alcohol. SADD has a “no use” policy and does not condone the use of alcohol or other drugs. This does not mean that we exclude those that use. SADD is an inclusive club. You may want to establish a policy that prohibits people from being under the influence at meetings and at SADD functions.

SADD clubs have a strong concern about many of the behaviors that often come with abusive drinking: violence, poor grades, sexual assault, self-esteem issues, etc. Spell these out so that when people question your motives, you can show them what you are working for and against.

Define your mission in terms of overall health issues. Promote positive lifestyles, positive choices, total wellness for the community. Target issues that teach people how to take better care of themselves and make them feel good.

Have one of your goals to make the campus more fun! Co-sponsor existing events on your campus that are fun, such as festivals, movies, comedy nights, and so forth.

Use the term “responsible decision-making”. Remember that if students make better decisions about a variety of life’s issues, they would be healthier and happier.

Emphasize that your members struggle with the same choices and issues as everyone else. You are not here to “provide all the answers.”

Try not to use the words “don’t” or “can’t” in any of your advertising or programs.

Get your members involved with a school or community service project. If you already are, make sure people know about it.

Every organization has critics, so prepare key members of your club to respond to the criticism you might receive. Develop a slogan or public relations campaign to attack myths about your club.

Make sure your meetings are fun! Invite non-members to attend. Host some events for “members and guests only.”

Recruit members and leaders from other campus organizations to serve as a “liaison” between your group and theirs. Hold information meetings every six months and invite school leaders and faculty to attend. Have food or mocktails available.

Recruit people for your organization who have a fun, positive image! Remember that your image is formed by the people in the organization. Recruit men and women who have traditionally never been a part of your group.

Write on the sidewalks around school. Your group name with funny quotes, facts, meetings times, ANYTHING to get attention and peak interest.

Write articles for the school newspaper, maybe have a weekly column or just have members write letters to the editor.

Have an after school social for the administration and faculty. They can get to know your group and you can get to know them and get some important contacts for later.

Make a float for the homecoming day parade or a booth at the school festival.

Be involved and support events conducted by other groups. Show up to events wearing your SADD t-shirts.

Volunteer for the campus clean-up day, or start one if you don't have one.

Avoid scare tactics in planning programs. Crashed cars and tomb stones have a place in programming, but should be only a part of your efforts. A balanced

offering of programs present a balanced image about your group.

Attend other campus-sponsored events. If your group shows support for other programs chances are more people will support your events.

Work with other clubs on planning events. Collaboration breeds knowledge and interaction.

NOTES:

Recruitment:

Tips on Recruiting New Members

It is important to remember that everything you do has a recruiting effect. Students will make decisions to join your group based on what they see and hear about your group. Therefore, recruiting is a year-long continual process. Be prepared to always discuss how students can join your group.

Remember that a personal contact is more effective than 1,000 flyers and newspaper advertisements. Students join organizations because they like the students they find there. Nothing can replace the simple act of getting to know someone and asking them to join.

Make a brief introduction of your organization at student government meetings, Fellowship for Christian Athletes meetings and other student organizations. Remember some of the best leaders on campus are probably involved in more than one organization, so go shopping for members.

Co-sponsor campus events so that your SADD Club will be better known. Be sure to always have membership information available at all events you sponsor. Co-sponsoring activities will not only bring prospective members, but it will also strengthen support for your events from your school community.

Don't expect a student to find the motivation to come to a meeting across campus in a room full of people they don't know. Offer to meet the person before hand and walk together to the meeting. Then, make sure you personally introduce them to others in the group. Your ability to be a host will make all the difference.

Have a membership drive. Do this through-out the year, and remember that you will have the most competition at the start of the year when every other organization on campus is recruiting. Advertise the membership drive, but remember that motivating your current members to get out and invite others will make the most difference.

Two words – Free Food. Getting a few students together and inviting a prospective member out for pizza can be the best event you will ever have! Snacks at meetings offer an added incentive for people to return.

Recruit fellow students by the issues that interest them. There are some who are very invested in traffic safety issues. You can get them by recruiting

them to head up an Impaired Driving awareness program. Same thing for alcohol abuse, violence, tobacco, teen pregnancy, or any number of other issues. Advertise opportunities for involvement by promoting the issues and projects you focus on, not just the organization's name recognition.

When someone has expressed an interest in getting involved to any degree, immediately get them involved and give them a meaningful task to do. Create work "buddies" by pairing up experienced members with new members so tasks can be delegated with support.

Conduct a public service announcement campaign over your school TV or intercom system. Make sure you include a quick invitation to listeners or viewers to get involved in your group. Always remember to include the date and time of your next meeting.

Get involved in Open House any way you can. Have an information booth with a display. Use Fatal Vision Goggles to illustrate the dangers of alcohol use and impaired driving. Hand out flyers and pamphlets to students. Prepare a flyers announcing your next SADD meeting. Again, remember: Personal contacts are the best method of advertisement.

At your next meeting, do role plays. One person is the recruiter, the other is a potential member. Practice dealing with excuses like: "I don't have time," or "I need to study all the time, I can't be part of an organization." The more comfortable your members are recruiting, the more they will do it. Give them the practice they need.

Always take photos at meetings and events, then put together a display for prospective members to see. Put it in the cafeteria, Guidance Office, Front Office or anywhere you would expect prospective members to be sitting round, looking for something to "look at." Use pictures taken during activities to create a visual display of your work. Remember: A picture says a thousand words!

Create a display that you can set up all over the place! Include photos and descriptions of local efforts, but also include information about SADD National and Florida Peer Education and your affiliation with them, like information about the Statewide Prevention Conference, SADD National

Conference and programs provided by Florida Peer Education.

Make a list of all the advantages of being a member. When working to recruit members, always try to think in terms of “What’s in it for them.” Sure, most members will work for the group’s benefit and mission, but initially, people want to know what they will get from becoming involved. Will it help them develop skills they need for a job? Will they make friends? Will they have a chance to become a leader in the group? What can they contribute?

Have an informational meeting. Take out an ad in your campus newspaper and put out lots of flyers. Some groups get huge turnout for these meetings. Put together a slide show! If one student comes, they might be the best new member ever! Be sure that you make your group sound like the hottest thing going!

Have your members wear their SADD buttons, t-shirts or hats as much as possible. Eat together in the cafeteria. The more people see the well-bonded group, the more likely they will be to want to be a part of it.

Borrow a video camera and make your own recruitment video. It’s OK if it’s amateur, just make it funny! Show your group members at an event. Show a few minutes of a typical meeting. Show your members hanging out and having fun. Whatever! The more hilarious the better.

Have a movie night. Go out opening night to a movie that’s playing in town. Your members have to buy their own tickets, but give free tickets to friends of theirs who might be interested in joining. Of course, this will require a little money, so get creative.

Put an article in the parent newsletter that is sent home over the summer. Promote your SADD club and your activities. Encourage them to encourage their child to join SADD.

Negotiate with a local pizza merchant or other businesses that students at your school frequent who believes in the SADD message and ask to post recruitment flyers and awareness posters in their establishment.

Create a web-page highlighting your SADD club. This page can draw attention to membership information, up-coming events, and ways to join. Include photos and allow people to E-mail responses.

Provide leadership training to potential members. Emphasize the skills that will be gained from being a

member of SADD, such as, communication skills, planning and programming, and networking. Focus on how these skills will be useful in other areas of their lives.

Ask teachers to tell the students in their classes about your group and announce when you are having activities.

Have an information table located in a high traffic area on campus. For example, outside the cafeteria, library, or courtyard.

Place recruitment flyers in places where people go – bathroom, soda machines, water fountains.

Create a “theme” around recruiting. Catch students attention with some type of catch phrase and they will want to know more.

Have membership information about your group at all of your programs so people will know how to join.

Include an information sheet in the new student information packet.

Formulate a plan. For example, set a goal for the number of new students you want to recruit and the ways that your organization plans to do so.

Plan an informational meeting to take place during the first week of school. Informational sessions allow for a more thorough introduction of your SADD club. Allow time for questions. Don’t forget snacks and make it lots of fun.

Ask key people to give recommendations of possible members. Ask administrators, teachers, coaches, and leaders in other clubs. Then personally contact the students they recommend.

Make a list of all of the advantages of being a member. This could include public speaking opportunities, leadership development, travel to fun places, or any number of things. Use this list of advantages as your major selling points for new members.

Co-sponsor a movie night with Student Government or another club. Give a recruitment brochure to everyone who attends

Print business cards that all of your members can carry. Be sure the card has a place for a member to write his/her name and phone number. The card should also say “Open Meetings – Please Come!” with the time and location of meetings.

NOTES:

Retention:

Tips on Keeping Members Motivated

It is very important to always be motivating your members. Just like the saying “attitude is everything, so pick a good one.” Find ways to always keep a good attitude and keep motivating your members. Constant positive motivation is the key to the success of your group.

Share FLORIDA SADD Newsletter and DECISIONS, the SADD, INC. newsletter, with current and prospective members. Let them see that more than 10,000 students in Florida and 75,000 students around the nation are involved as members of SADD.

Send as many members as possible to leadership conferences, on your campus and off, like the SADD National Conference and the Statewide Prevention Conference for members as reward for their efforts.

Establish a point system for members, one that offers them the chance to attend trainings, win prizes or awards. Friendly competition can provide excellent motivation.

Invite a motivational speaker to address your leaders and the leaders of other student groups and organizations at your school.

Expect the best from people you lead. If you establish high but realistic expectations, you give your group an achievable goal.

Make a thorough study of the members needs. Then match their needs to the groups needs.

Create an environment where failure is not fatal. Treat defeat as a learning experience.

Recognize and applaud achievements. This is often a more effective way of motivation than the achievement itself.

Use a mixture of positive and constructive reinforcement for members. Students want laurels for good jobs and ways to improve for their next endeavor.

Permanently discontinue the use of words such as “I, Me, or My” when talking about SADD member’s efforts, replace it with “we, us, or our.” Remember we are working as a team.

Place a premium on collaboration. More can be achieved working together. Assign tasks in pairs to have members help each other.

Set the stage for open-mindedness and a broad range of view points to make the group a comfortable setting for all members to share. Set goals as an entire group. People own what they help create.

Take steps to keep your own motivation high. This will positively affect the motivation of those around you.

Remember members birthdays in some small way: sing, eat cake, or make a nice card.

Go to a thrift store and buy several really terrible ties, then give them as appreciation gifts to all of your members. Be creative and think of another “appreciation gift.”

Choose a member of the week or the month and display the name in a prominent location, the SADD bulletin board, during morning announcements, flyers in every classroom. Let people know about their accomplishment and thank them for their contribution.

Give people meaningful work. If you always ask people to do the nuisance jobs you don’t want, they won’t be motivated to do things for you. Take the chance. Give a crucial role to someone you’ve never delegated to before.

Never take the credit (give it to your fellow members) when things go right, but always take the blame when things go wrong. That’s the mark of a good leader.

Invite members out to eat. Don’t talk business, just have fun. Spend the time establishing and maintaining personal relationships with each other.

Have “seniors appreciation day” midway through the year to recognize those seniors who are staying involved for their final year.

Always recruit new members. There’s nothing like the enthusiasm of a new member to keep everyone motivated!

Be sure that for every serious topic on your meeting agenda there is at least one fun topic.

Nominate your group for community and national awards for programming efforts.

Hold some of your meetings in a fun location. Make things a little more casual. You'll be surprised how much you can get done when people are relaxed and having fun together.

Always bring a camera to your events. Take photos of your members doing good things. Then, get double prints and give the extras to the members. They will put them up in their photo albums, give them to friends, etc. You can also send the photos in to *Florida SADD* newsletter, *Decisions* or your school newspaper.

Take the time to write little notes of thanks whenever someone does something and mail it to them! It doesn't matter if you wish they had done more! Take the time to recognize the little contributions because they add up!

When someone misses a meeting or event, call them and tell them they were missed.

Be sure that everyone is doing something at all times, keep the responsibilities distributed. Everyone needs a meaningful task.

Pass the gavel at meetings and give each person a chance to tell about one thing exciting in their life that week.

Have local businesses give you nice discounts for your members. Maybe a pizza place will donate a pizza a week. Send it to a member for an accomplishment.

When an event is over, praise it and talk only about the positive. Talk in terms of improvement, rather than failure. Remember that no one likes to be associated with a failure.

Have the Principal write appreciation letters to members for their work.

NOTES:

Recognition: Tips on Recognizing Members

It is very important for all your members to feel important by recognizing their specific contributions to the group. If you value the work of your members, let them know the returns to your organization will be invaluable.

Reward members for doing a good job on programs or activities with gift certificates to restaurants, movies, or tickets to concerts.

Hold an annual awards banquet (or each semester.) Give certificates and plaques for members outstanding contributions. Have some gag awards, too.

Throw a party or social just for your organization. Throw a great party with lots of great food and music.

Take the time at each meeting to say thanks. Have different members give thanks to each other for their leadership, role modeling, etc.

Create a member of the month award.

Always reimburse members for assignment-related expenses.

Send birthday cards and celebrate birthdays together. Also any other special occasions, graduation, scholarships, etc.

Arrange for freebies for members. Have a raffle at each meeting of food coupons, movie passes, car washes.

Recognize personal accomplishments. Also pay attention to personal needs and problems. Accommodate personal needs and problems.

Post a committee members Honor Roll.

Write letters to the member's families telling them what a difference they are making on the campus as a peer educator.

Always recognize students publicly by their name, in the newspaper or by introducing them at events or programs.

Assign members "buddies" to perk each other up, like a big/little sister or brother program. Have them

meet each week and do something fun. Have buddies report at the meeting what they have been doing.

Award plaques and certificates to outstanding volunteers.

Reward active members with trips to conferences whenever possible. There is an annual National conference – the General Assembly and regional spring conferences.

Utilize old-timers as consultants.

Write thank you notes to members often.

Write letter of recommendation to prospective employers or to attach to resumes.

Have weekly "Most Valuable Member."

Have your student government publicly acknowledge the contributions your SADD club has made.

Make sure your group photo appears in the newspaper. Frame a group shot for each member as a thank you for their participation.

NOTES:

Rip Roaring: Tips on Making Meetings More Exciting

Finding a way to make your meetings more exciting will be critical to retaining your members and keeping them interested. The energy you create in the meetings will flow over into your programs and affect members enthusiasm. Have Fun!!! (Don't take yourselves too serious)

Start each meeting with some sort of icebreaker—a silly game or a “get to know you” exercise. Members will be more familiar with each other and energized at the start of the meetings.

Introduce any new members right at the start. This helps them feel welcome. If the new member is there because they were invited by a friend recognize the friend too for outstanding recruitment.

Always have an agenda printed or written out on the chalkboard or flip chart. That way members can “follow along” and there will seem to be some flow to the meetings.

Switch the meeting place very now and then. Give individuals in the group the opportunity to “host a meeting” or plan the logistics for the gathering. Meet around a table at a local pizza parlor or at a picnic table in a nearby park.

Have a “Twister Break” or some other crazy activity right in the middle of your meeting in order to get people pumped up again. Divide everyone up and play a round of “Family Feud.”

Include food at your meetings – always an enticement for students! Have members take turns bringing snacks. Get creative! Give out an award at the end of the year for best snacks! Have a theme for each meeting and have people bring snacks that match the theme!

Arrive ahead of time and check out the room arrangement. Vary the set up from week to week. Never sit in the same seat twice, and encourage people to sit by people they don't normally sit by.

Have a surprise social event in lieu of a meeting – those who didn't show up will be sorry they missed it, and might make sure they are on time next week!

Give out prizes for “five meetings in a row” or “ten meetings in a row.” Encourage members not to break their streak.

Turn one meeting into a slumber party! Even if it doesn't last all night it will be fun. In between productive work time, have rented movies, refreshments, and, of course, sleeping bags.

Take time at the end of each meeting for silly awards – have a traveling award for hardest worker, most embarrassing moment of the week, etc.

Have a list of jokes you can tell at each meeting to relieve pressure, or at lull points. Invite members to tell their own jokes (clean ones, of course).

Stick to your time limit. Make sure members know approximately how long each meeting will last – so people can plan ahead in their schedules. Sometimes members don't show up for meetings because the last one lasted two hours and they don't have that much time.

Try to keep the meeting as interactive as possible – with the “reporting” that needs to be done kept as brief as possible. People join an organization to participate, not just to listen to others talk. Never let anyone (including yourself) talk for more than a couple of minutes.

When members seem a bit burned out, have an open forum on “why you joined this group” and let people share their reasons. Also ask if people “are getting what they want” out of the organization, and if not, what can be done to change things.

Get a bag of fortune cookies and pass them out at a meeting. Have everyone read their fortunes and share the funny ones.

When discussing hot topics, break members into two's or three's – this gives everyone a chance to have their opinion heard. Then go to a large group discussion about the key topics that came up in the small groups.

To encourage and reward participation, give out candy kisses or other little rewards anytime someone contributes to the meeting.

Try to vary the content of each meeting. Have a guest speaker or show a video now and then. Pass out pictures of an event you just planned, or put together a slide show of your most recent program or event.

Goal setting is important all year long not just at the beginning of each year. Have a meeting every now and then that is just brainstorming. Put newsprint up on the wall and let the group brainstorm everything from the next planned event, to marketing techniques.

Involve other members in running the meeting. Have different committee chairs give reports or take charge running portions of the meeting.

For meetings during hectic times, take a back rub break. Have members line up and get two minutes of stress relief. Don't forget to turn around and switch the line so everyone is included.

An important aspect of being a member of SADD is knowing about the issues. Training is an important on-going experience. Take the opportunity now and then to educate the members on significant issues you have been dealing with this year.

Hold a raffle at the end of each meeting. Give small prizes that you have left over from events or that were donated to your program. Must be present to win! Or, you can have people buy a one-dollar ticket (as many as they want) at the start of the meeting, and at the end, pull a winner. Half of the proceeds go

to the winner, the other half pays for the refreshments at the meeting!

Give standing ovations! In the middle of the meeting, ask who would like to share an accomplishment they have enjoyed since the last meeting. When somebody does, everyone stands up and applauds. Not only is this a self-esteem building, it keeps everyone moving around.

Form committees by playing musical chairs. Once you have decided your working groups for a project, play some music and have people walk around. When the music stops, you work with the people who are in the group. This mixes up teams and gets everyone involved in different topics.

Remember that the end of the meeting is as important as the beginning. Do another icebreaker or somehow put closure on the end of the meeting.

Have everyone pick a favorite animal noise. Then, pick a "word of the day," and every time someone says that word, everyone makes their noise.

Students join SADD for personal reasons. At each meeting, have a "personal moment." This is where one person brings something to the meeting, a song, a quote, an item from home, whatever they would like. The personal item is shared with the whole group, along with an explanation about why this item was chosen by the person who presented it.

Hold meetings and events in comfortable, visible, easy to reach places during an appropriate time.

NOTES:

Resources:

Tips on Fundraising

Familiarize yourself with the fundraising rules and regulations of your school. This will give you a framework from which to start. Soliciting money at certain times and from certain people may have restrictions.

It is best to have a plan for your fundraising efforts. Always know how the donation will be used so you can be specific with the business from which you are requesting the donation.

Always, Always, Always look for local businesses to co-sponsor your events, whether they are donating money, prizes, food, or other services to make the event a little better. Always be professional and thank them profusely for their sponsorship, and give them high visibility at your event and in any promotional materials.

Ask other groups and organizations on campus to co-sponsor events. Co-sponsoring can mean many different things; it may just be a clever way of asking for money. Be sure to acknowledge the other organization by putting their name/logo on your event advertisements.

Have an auction. Have students, businesses, faculty, staff and other people in the community donate things they do not want, and see if you can get some money for these items. Having an auction can be fun. Tacky items often bring in the most money.

Hold a fair of some sort where area businesses or vendors can set up booths on campus. You could have a "Taste of (your town)" festival where area restaurants donate food. Charge for each table and have your members on hand throughout the event to help the vendors.

Hold a free car wash. Wash people's cars and ask them to make a donation. Promoting a "free car wash" gets more attention than a regular one, and you'll probably make more money.

Have a "parent's night out." Promote this event to faculty, staff, and parents. On a Friday or Saturday night, get a big room on campus and provide a baby-sitting service. Your members entertain the kids while mom and dad enjoy a night out. You should

get a health care professional in on the act as a measure of security for worried parents. Have lots of games, videos, and so forth.

Sell buttons. This is a particularly good idea if you have a good athletic team that people support. You can also sell them around issues, such as impaired driving prevention. Buy them cheap, then sell them at 100% markup. Remember that it is better to buy a small quantity to start with, then have to make more, than it is to get stuck with a bunch of buttons you can't sell.

Sell donuts one morning a week. Set up a table at Parent Pick up/Drop off – you'll be surprised at how many people will purchase donuts.

Have a local business sponsor a free ice cream social on campus. Maybe your food service would do it. You sell the toppings.

Get the Principal to donate their parking space for a week, and raffle it off. Be "Principal for a day."

Have a big rummage sale. Advertise in your community and make the rounds with pick-up trucks to pick-up those things that students are looking to get rid of. Then, have a huge sale in your gym.

Sell Valentines flowers, or green St. Patrick's Day carnations. Buy them in bulk from a local florist.

Gather prizes and products from local businesses and have an auction. This might be best as part of another school event.

Do something as a pick-me-up for others prior to midterms week. You might sell "care packages" or deliver singing telegrams for \$3-\$5.

Have a fashion show featuring students, faculty and staff wearing outfits from local clothing stores. Attendees make a \$2 donation at the door, and you can charge the clothing stores a small amount to set up tables at the events where they can promote their sales.

NOTES:

Resources:

Gaining Faculty and Staff Support

Faculty and Staff can be some of your greatest allies. Be sure and create a plan to work with faculty and staff. Think of ways to keep them informed about your SADD club.

Host a faculty and staff social sponsored by your group to introduce the new members to key faculty and staff on campus.

As a group, brainstorm the names of key campus faculty and staff that you would like involved to a greater extent with your program. Be sure to collect their names, departments, campus mail addresses, e-mail addresses and phone numbers. Find creative ways to include them.

Invite three or four different faculty or staff members to a meeting. It is best if this invitation is made in person instead of in writing. Your advisor can help by making a follow-up phone call on the day of the meeting.

Hold a faculty/staff appreciation program. Let them know they are appreciated. Offer refreshments and have your scrapbooks out so you can show them the things you have done recently. Have a staff appreciation day and find some way to recognize secretaries, maintenance crews, custodial staff, food service workers, the SRO, and so on.

Send an "open letter" to faculty and staff explaining your mission. Let them know who your advisor is and that they can contact you through your advisor. Make this a very upbeat letter and thank them for their support.

Give fun things to faculty and staff. For example, give away buttons for Spring Break Survivor to every secretary you know. They will wear them more often than the students do! Give them posters to hang in their offices.

Send greeting cards to faculty and staff. Pick any holiday and make up your own special cards. You might want to avoid any holiday with a religious theme, however, there are lots of great healthy holiday messages.

Recognize a faculty member or staff person each month. This might mean putting up his/her photo on a bulletin board "teacher/staff of the week."

Make sure your events are publicized to the faculty and staff through personal invitations and faculty-staff newsletters.

NOTES:

Resources:

Gaining Support From Your Community

Don't forget that your school is part of the bigger community. By working with community agencies and advertising within the community, you may draw more attention to your SADD club. Which in turn will help you to reach more people.

Be sure to publicize your efforts in media outside of school. Suggestions: Your community newspaper, radio station, TV stations, neighborhood newsletters, or other community newsletters. Devise a mailing list of community media contacts and always be sure to let them know of your events at least a month in advance.

Contact your local newspaper and see if they will do a story on your group's efforts. This will work especially well prior to Homecoming, Prom and Graduation.

Invite local politicians and community leaders to take part in your programs. Give them some meaningful roles at the event/program, and announce ahead of time that they are participating so that others in the community will recognize your event/program as something worth supporting.

Work with feeder schools to recruit attendees. Target student government or other community service organizations there. Be sure to go through the proper channels when taking this route!

Work with area high school drivers education classes whenever doing anything related to impaired driving prevention. They can be a big help targeting younger drivers.

Get your members out into the community, participating in festivals, rallies, fundraisers, school and other political council meetings, and so on. The more visible you are, the more respect you will earn.

Encourage everyone to wear SADD shirts, hats, buttons, etc. This definitely increases your group's visibility.

Ask community organizations (such as Kiwanis, Lions, Elks, Rotary, Jaycees, volunteer fire departments and auxiliaries, etc.) to help sponsor events. Also, seek support from your local police, hospitals, and other community agencies.

Get your members involved as Big Brothers or Big sisters. Or, make regular visits to boys and girls clubs and community centers. Coach and/or sponsor a little league team.

Ask for help from local merchants whenever you are planning events. This could mean donations of prizes, food, or even space for a big event. Be sure to recognize their donations and mention their names in all publicity you plan or receive.

Run public service announcements with the help of area radio stations and television stations.

Be part of all local holiday events. If your city has a big St. Patrick's Day parade, for example, co-sponsor a float with a couple of other campus organizations. That kind of civic support goes a long way.

Send information about your group to local health care providers (doctors, nurses, treatment people, social workers, etc.) Invite these people to events.

Place flyers for your programs and events in grocery stores, video stores, barber shops, fast food restaurants, etc. Be sure to hit those places where students will see them.

Get involved in community service projects like soup kitchens, shelters, or Habitat for Humanity. Give back to the community by offering service. It's a great team builder for members too!

NOTES:

Recruitment

Tips on Getting People To Your Events

You can have the best programs in the world but if no one knows, your work will not be seen! Always focus first on who you want to attend and how to “get them” to your event.

Put personal invitations in the faculty/staff mailboxes. Post flyers in classrooms, front office, bathrooms, and at all exits. Target important groups and individuals who you want to attend.

Make personal presentations at a faculty meeting and an SGA meeting.

Involve as many people in the planning of an event as possible. The more people involved, the more people have a vested interest seeing the program succeed.

Ask teachers to give class credit for attending educational events. Extra points on a test might bring a lot of students out to a speaker that you bring in.

Use door prizes as incentives for those who show up. If it gets around that you give good prizes, people might bring more friends to your next program.

Make presentations to other student organizations.

Promote an event in the media AFTER IT HAS HAPPENED. People will remember the great opportunity they missed and will be more likely to attend next event.

Use table tents in the cafeteria to advertise the event. You can probably get a sponsor to pay for the table tents in exchange for the advertising they can get from it.

Have another group co-sponsor the event. This always helps to boost attendance. Go after a group that would not normally attend your events so that a new group of students is exposed to your good work

Check the campus calendar closely. Make sure there's no major event already planned which will conflict with yours. Avoid religious holidays and times when classes are extremely demanding.

Plan your programs as far in advance as possible, then circulate these dates among other campus

organizations so (hopefully) they won't plan events that conflict with yours.

Carefully consider the size of room you use for programs. If the room is too big, people will think the program fell short of your expectations. On the other hand, everyone hates to be in a cramped, hot room with too many people in it.

Send thank you notes to those organizations that attended the program in large numbers. This sort of recognition will increase your number of repeat attendees.

Announce events over the school intercom and TV system. Prerecord an announcement.

Go into classrooms and write a little message in the corner of the blackboards. Students will read these before and during class.

Have a radio station do a “live remote” from your event. As the event goes on, people will hear about it on the radio and will come out to participate.

Use E-mail. It is easy and very inexpensive to send out an announcement to different factions of the student body.

Ask teachers to make announcements about your event.

Attach an answering machine to a phone line and make it a 24-hours “events hotline” that students can call to find out about cool things to do each week. Be sure to let callers know that the events line is sponsored by your club and how they can get involved.

Make chalk announcements on sidewalks or tape footsteps down directing people to programs (check with campus policies to make sure this is okay.)

Use progressive signs along high traveled walkways to promote events. Progressive signs are a series of signs which contain pieces of information about the program. Reading one sign, leads your curiosity to read the next, and so on.

Rip Roaring: Impaired Driving Prevention

FLORIDA SADD focuses on Impaired Driving in all of programming. Awareness materials are sent to the schools throughout each school year. Here are some additional ideas for programs.

When addressing impaired driving topics, use positive campaign slogans, like “Drive Safe, Drive Sober” and “Never ride with an impaired driver.” It is important to give a clear no use message when addressing impaired driving with High School and Middle School students.

Stage a mock DUI crash on the school campus. To make it really grasp attention, have the person “arrested” be a student leader, a campus athlete, or some other recognizable “celebrity.” Have your local law enforcement department help you set up a realistic arrest and have SADD members handing out flyers with information about the risks of impaired driving.

After you’ve conducted the mock DUI crash, sponsor a mock DUI trial. Randomly select 12 students from the audience to be the jury and gain the support of local police, lawyers, and maybe even a judge to help you stage a realistic trial. Be sure to do your research so that the sentences are appropriate to your state laws.

Using the county statistics available from www.DHSMV.gov, find out the number of people ages 18-25 that died in your county last year due to impaired driving crashes. Then, pick a visible spot where people walk or drive at night, and put that many lit candles along the route as a memorial to those lost lives. Follow up with an article in the school or local paper if possible explaining the tribute.

Have students take the SADD Contract for Life home and sign it with their parents. Have them bring the signed contract into school and have a booth where SADD students can see the signed contract. Give each student a prize and put their name in the hat for a larger prize. This is an attempt to raise consciousness of the benefits of a positive parent-child relationship.

Host a “Jail House Rock” Theme dance. This is a great way to educate people on penalties involved in violating state alcohol laws! Use the theme of police

and jail to get your messages across in fun. Have people arrested and then have them correctly answer alcohol related questions to get out of jail. Have officers write tickets for “moving violations” on the dance floor.

Lifeguards for Life. Get coupons from local businesses. Station yourself near parking lot exits. As people drive away and come to the stop sign or light, walk up to the driver’s window. If he or she is wearing a safety belt, give that person a gift. If not, encourage the driver (and passengers) to buckle up. Dress up like lifeguards or wear safety gear to draw attention to you as you give out stuff.

Give out fake parking tickets. Have someone draw up a “summons” with the same dimension and look as a parking ticket. You might give tips for avoiding impaired driving, and suggest alternatives. You might even consider getting a local business to help pay for the printing in exchange for their phone number appearing on the summons. Put these parking tickets under the windshield wipers or cards in the campus lots. They will definitely draw attention!

Get a group of members together, and with the help of Safe and Drug Free Schools Coordinator, put together a presentation (maybe including a kit of some sort) that talks about the danger of substance abuse and impaired driving. Then take that presentation into classrooms and into Middle Schools. This is a great program to conduct just before prom time and graduation when the rates of high-school abuse are highest. This is great for community relations.

Find a pair of the “Fatal Vision” goggles from local law enforcement or traffic safety teams. The glasses distort your perception as if you had been drinking. Have students try to do things with the glasses on.

Sponsor a banner contest between home rooms or organizations. The group which designs the best banner displaying impaired driving prevention message wins a big prize. Give them a theme as a starting point. Hang the banners in areas where students gather.

During the holidays get a very large holiday tree. Then have people make \$2 donations to a local

charity and sign an ornament which is really a pledge not to drink or ride with an impaired driver over the holidays. Put the ornament on the tree and donate the money to a good cause.

Don't forget to program for the school breaks: Thanksgiving, Christmas, Spring and Summer Breaks are good programming times.

Each December is National Drunk and Drugged Driving (3-D) month. The month includes a designated day "Lights on for Life Day". For current information visit – www.nhtsa.dot.gov. The National Highway Traffic Safety Administration distributes planning guides each year for the event.

NOTES: