



Ten Ways (Plus) to Pump Up Your PR

1. Be a resource

- Join the parade: Create a group that can be a part of any parade or event your community has – lawn chair brigade, clowns on bikes, skateboards, etc. Put lights on them; add bunny ears; wear red, white, and blue, etc.
- At the beginning of every year, ask your principal how you can help him/her. Share some ideas he/she may not have thought of (i.e. unfunded/underfunded mandates).
- Be out in front moving teachers in, helping them pack to move out, etc.
- Ask community groups how you can help before you ask for assistance.

2. Say thank you

- Thank you notes (be specific), public thank you's, letters to the editor, private thank you's, students thank individual teachers (Keep your friends close and your enemies closer), thank principals, superintendents, and school boards
- State directors: write school principals when schools do something good (not just the winners), share the impact.
- After an event, thank everyone involved. Remember your own members.
- Thank custodians, secretaries, cafeteria workers, and bus drivers.

3. Create good speakers

- Elevator speeches
- Student Speaker Bureau: speak to civic groups, PTA's, school boards, clubs (What kind of clubs are out there? Environmental groups, library support groups, historical societies, senior citizens, retired teachers, business and professional groups, political groups, garden clubs, sustainable food clubs, veteran's groups. You have a project or a committee that relates to most of them. Share that and promote stuco.
- Speak with your faculty; present at feeder schools.
- Teach kids how to tell a story. Do they have one in mind? Don't be the hero of your own story. Have a hook. Set the stage. (One person, one problem, one point, one anecdote, appeal to the senses, keep the audience in mind)

4. Build data

- Keep track of data. It sells. How much do you contribute in community service? How much do you contribute to the school? What are your goals, and what is your record?
- Use information available. Let X = Student Activities

5. Contact the media

- Write press release templates. (www.tasconline.org under resource tab)
- Call the paper, the television, the weather reporter
- Use PSA's, call in to talk radio

6. Use social media

- Create a Twitter account people can follow. Create a Facebook page. Make your website attractive and useful.
- Use Google search to find information to post.
- Incorporate Instagram
- Create a video contest. Add photos to your project report forms.

- Repurpose your publications and information for social media
7. Post attractive, informative signs
 - Teach a format for posters and signs
 - Be sure the most essential information is there.
 - One large sign is better than many small ones.
 - Take them down when the event has passed.
 8. Brand your organization and give yourself credit
 - Does every sign you make identify your stuco?
 - Do you sign everything you put up?
 - What visual represents your organization?
 9. Use the unusual
 - Sandwich boards
 - T-shirts
 - Paper plate hats
 - Pin notes on your shirts
 10. And then you can try
 - Create a sense of urgency: Just ten days left, just nine days left
 - Give other groups credit
 - Teach your students to meet and greet
 - Deal with the bad news immediately
 - Use prepared materials (Try the Alliance for Student Activities DVD's.)
 - Use the right words to make it personal and make it pop!
 - Write for multiple audiences, (detail, experienced, new, skimmer), use 2nd person narrative, make it personal, avoid jargon, write for mobile, write for 3rd grade reading level, focus on benefits rather than features

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