

Gaining Support From Your Community

Don't forget that your campus is part of the bigger community. By working with community agencies and advertising within the community, you may draw more attention to your peer education group, which in turn will help you to reach more people.

Here Are Some Helpful Tips:

- Develop press releases and publicize your efforts in media outside of campus. Suggestions: your community newspaper, radio station or organizations' 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.
- On social media, follow key community groups that have similar missions to yours. From that, you will learn of other individuals and groups that may be helpful to know and with which to connect.
- Contact your local newspaper and see if they will do a story on your group's efforts. This will work especially well prior to Spring Break and National Collegiate Alcohol Awareness Week programs.
- Invite local politicians and community leaders to take part in your programs.
- Work with area high 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 or SADD peer groups whenever you're doing anything related to impaired driving prevention.
- Get your members out into the community, participating in festivals, rallies, fundraisers, school and other political council meetings, and so on.
- Encourage everyone to wear BACCHUS / NASPA shirts, hats, buttons, etc.
- Ask community organizations (such as Kiwanis, Lions, Elks, Rotary, Jaycees, volunteer fire departments and auxiliaries, etc.) to help sponsor events. Also, seek support from you 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.
- 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, coffee shops, fast food restaurants, etc.
- Get involved with your local MADD chapter or SADD chapter and assist them in their annual Red Ribbon Week. They may then assist you in one of your big campus events. You might also see if there are any community events promoting a safe prom night or safe graduation, and do your best to help out with those too.
- 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!