

COLLABORATION

PUBLICATIONS



INVOLVEMENT

FUNDRAISING

EVENT PLANNING

ESTABLISHING

EVALUATING

SUCCESS

CAMPUS IDENTITY

MARKETING TOOLKIT

A guide to help your student organization
advertise, recruit, plan events, and
establish your campus identity

PARTICIPATION

ADVERTISING

RECRUITING

LOGOS INVOLVEMENT

BUILDING MEMBERSHIP

STUDENT

EXPANSION

ORGANIZATIONS

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Recruiting and Retaining Members

Whether your student group is looking to expand its current member base or just beginning as a new organization, it is important to clearly establish the purpose or goals that will be accomplished over a period of time. Making students aware of the results of their participation gives them an incentive to become interested in becoming a part of the cause, and this can be done in a number of ways.

If you are a part of an existing student organization looking to expand, capitalize on what you have already accomplished, whether it is a series of publications, community service, a large number of students participating in several years past, or anything else you find noteworthy and relevant to a positive student experience. What will students gain from becoming a part of your group? If possible, quantifying your success is key for both credibility and gaining students' attention.

If you are in the beginning phases of building your student group foundation, emphasize the end goal of the efforts you will put forth. Will you help fight poverty in your community, play a sports tournament in a large city, debate commanding topics, or simply enjoy discussion in a like-minded group of college students? Whichever you choose, be confident and express your ideas in a way that is concise and clearly defines the purpose you will accomplish.

Recruiting Volunteers with YSU Serves

YSU Serves is a Student Government Association initiative designed to both help student organizations recruit volunteers beyond their organizations and allow students the opportunity to earn service hours on individual and group levels. To submit a request for volunteers or browse upcoming events in need of volunteers, please visit <http://sga.ysu.edu> to find YSU Serves under the "Initiatives" tab.

Establishing a Campus Identity

Even with student organizations that have been around for several years and have experienced success with their goals, a problem that is commonly faced is lack of recognition throughout the student body outside of the group. Therefore, it is important to continue to advertise your successes even after you have reached your desired amount of members.

Other benefits of a strong campus identity include:

- Support from campus faculty and administration

- Increased attendance at student organization events that reach out to the student body
- Gaining attention of potential future members to grow into longevity for when current members graduate
- Attracting involvement of student organizations from other universities and community groups beyond the university

Creating advertisements that capitalize on the group's positive impact and are cleanly designed, or are not over-cluttered with text or photos, are effective ways to convey how your organization impacts the campus community. If possible, include photos of your members actively participating and/or results of your work. Most importantly, do not forget to include contact information for your group's leader(s), social media sites, meeting times, or any other ways that would make you as accessible as possible.

Logo Design

If you are looking for an original logo, stick with a design that is simple and is a visual representation of who you are as a student group. This may seem daunting, as there is a myriad amount of existing logos that may seem difficult to make yours unique.

However, a great logo can come from a few simple ideas that we encounter every day. When brainstorming, think about the basic components of your design:

- Color - What comes to mind when you see a certain shade? For example, one may be thinking of nature, money, health or healing with the color green just as yellow may bring about positivity, warmth, or energy.
- Simplicity - To achieve easy recognition, your logo should be both interesting and easy-to-read to avoid confusion of what your organization is about. Choosing only a few colors or possibly leaving room to incorporate a symbol that represents your goals (ex. a book, tree, or animal) will help focus the goal of your group.
- Font - If you opt to simply use your name as a logo, use a font that stands out from what you may commonly see (think Coca-Cola, eBay, or Disney). Even if you are not experienced with graphic design or typography, you can still use font to express what your organization is about - take Old Navy, American Apparel, and JC Penney for example, who all use a simple type yet still achieve recognizability among consumers.

If you would like assistance designing your logo, Graphic Services in the Kilcawley Center lower arcade offers design service for student organizations at rates of \$10/hour. Additionally, students are encouraged to contact the Marketing Manager of

Student Government Association with any questions or concerns about logo design at ysusga@gmail.com.

Evaluating Your Success

As ideas and initiatives come to life, it is important to reflect from time to time to ensure your organization is meeting objectives in a timely and productive fashion. When setting goals at the beginning of a period, such as a semester or academic year, quantifying progress over time is integral to grow as an organization. These goals may include raising a certain dollar amount for travel, increasing group members, donating community service hours, or many more.

Further fundraising tips, ideas, and appropriations can be obtained through Student Government Association by contacting our Vice President of Financial Affairs. Please visit our website at sga.yzu.edu for further information. Additional marketing resources and advice can be found at the Student Leadership Summit held in Kilcawley Center at the beginning of each fall and spring semester.

About Student Government Association

Student Organization Description

Student Government Association, a body of student representatives, strives to unite more closely the interest of undergraduates, graduates, faculty, and staff, to obtain the best leadership for guidance to higher goals and ideals, to provide for the most efficient and successful management of all student activities, and to better represent the student body of Youngstown State University.

Student Government Association Mission Statement

In order to better represent the students of Youngstown State University, to unite more closely the interests of undergraduates, graduates, faculty, and staff, to obtain the best leadership for guidance to higher goals and ideals, and to provide for the most efficient and successful management of all student activities, we, the students of Youngstown State University, do ordain and establish this Constitution.

Contact Us

Attend a Student Government Association body meeting held on Mondays at 4:00pm in the Ohio Room of Kilcawley Center bimonthly throughout the academic year. For further questions, visit our office located on the second floor of Kilcawley Center between 9:00 a.m. - 4:00 p.m. or email us at ysusga@gmail.com.