



Talk It Up: SpeakUp! Marketing Ideas

The following is a list of promotional ideas that might be helpful as you plan to generate excitement for your upcoming SpeakUp! event.

Lunch Period Announcements

- Have a few students from the Student Leadership Team explain SpeakUp! and invite students to attend. Students can use computers on-site or their phones to register for the event.

Morning Announcements

- Announce the event and invite attendees during the morning announcements and/or in homeroom.

Special Invitation from Administration to Parenting Adults

- Encourage your administration to send a personal invite to all parenting adults. Encourage parents to visit speakup.org for more information.

Personal Invitations to School Adults

- Have students and/or administration send personal invitations to school adults. Consider offering a special incentive to school adults who attend the event such as breakfast the next morning, dinner the night of the event, etc.

Contest Among Grades

- Announce a contest for the grade that has the highest attendance at the event. Winning grade could get a voucher for a homework pass, free ice cream at lunch or other appropriate prizes.

Homework Pass

- Encourage students AND school adults to attend by giving a homework pass/incentive for all who attend.

Direct Appeal to School Support Networks

- Advertise at PTA or Home & School meetings. Have a student from the Student Leadership Team give a brief overview of the program and extend an invitation.

Personal Invitations to Members of the School Board to Attend

- Encourage them to visit speakup.org for additional information.

SpeakUp! T-Shirt day

- Have students on the Student Leadership Team wear their t-shirts on a specific day to raise awareness for the event and encourage others to come. Students should also wear the t-shirts to school the day of the event.

Be sure anything sent electronically includes the direct link to the registration page to make things as easy as possible.

Pre-registration is important to ensure that we have enough breakout rooms and there is a balance of students and adults in each breakout.