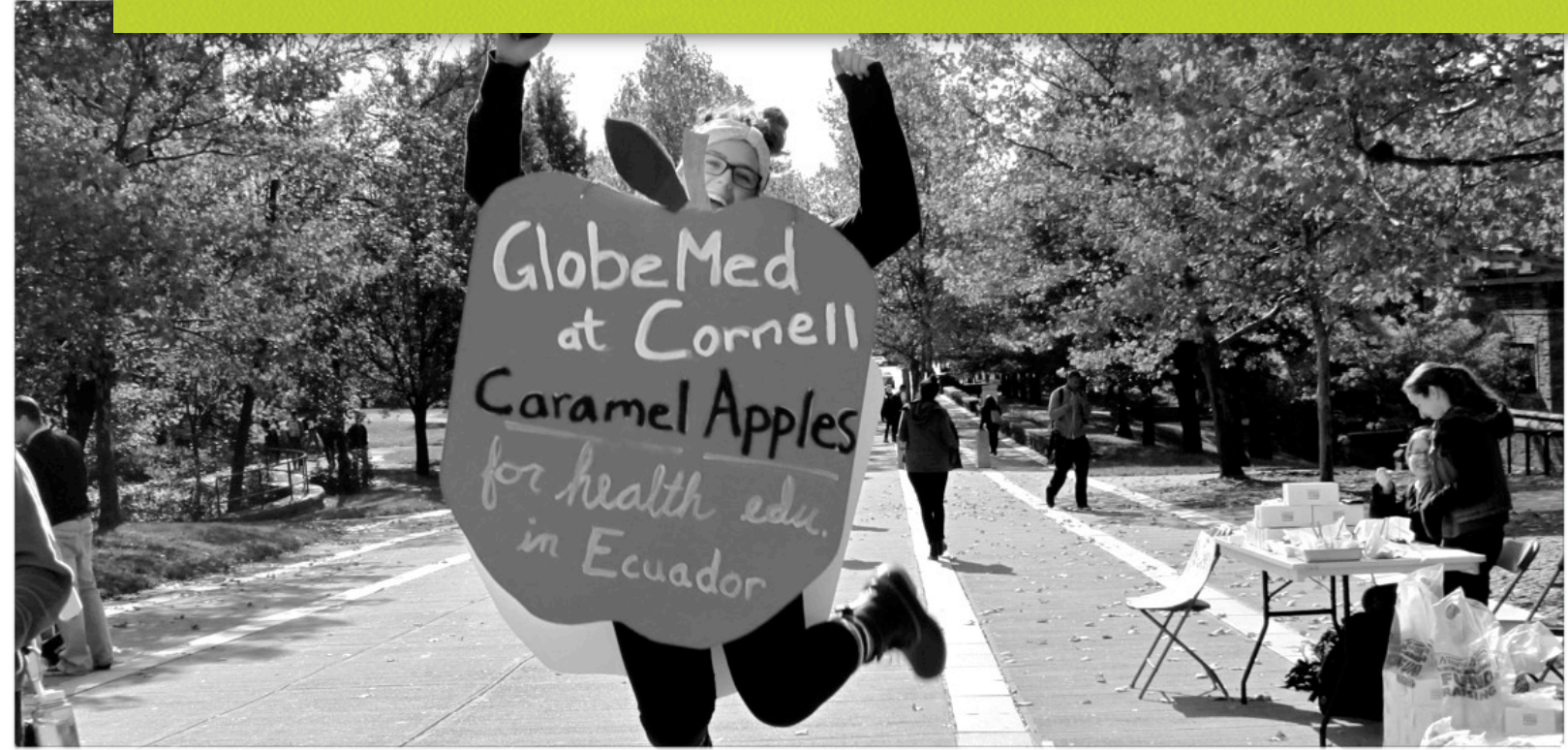


COMMUNICATIONS HANDBOOK

GlobeMed



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GlobeMed Vision, Mission, Theory of Change, Core Values

Vision

We envision a world in which health – the ability to not only survive but thrive – is possible for all people.

Theory of Change

GlobeMed was founded by a group of students who refused to accept the massive differences in health around the world. Today, despite much progress, people in the wealthiest countries still live twice as long as those in the poorest. All human life has equal value, yet health and survival continue to be determined by wealth and geography.

But change is possible. By 2035, we can close the gaps in health equity. This is the possibility that *our generation*, the leaders of tomorrow, is inheriting. How do we do it? **By building a movement of people working together for lasting change.** No one person or organization can tackle these challenges alone. Only by uniting our talent, passion, power and resources can we create a world where every human being has a chance to live a healthy life.

GlobeMed strengthens this movement for health equity by:

- **Developing Leaders for Global Health:** GlobeMed provides a platform for students to gain hands-on leadership experience in social change. Students develop the skills, commitment, and relationships to become lifelong leaders for global health.
- **Supporting High-Impact Grassroots Organizations:** All over the world, local changemakers are working to improve the health of their communities. In partnership, we walk together to realize their communities' vision for health and wellbeing.
- **Building a Global Network:** Collaboration is the core of social change. When we work and learn together, we move faster from challenge to solution, from idea to impact.

Mission

GlobeMed aims to strengthen the movement for global health equity by empowering students and communities to **work together** to improve the health of people living in poverty around the world.

Core Values

Dig Deep - To cultivate wisdom, we approach ourselves, our communities and the world with openness and curiosity.

See Possibility - In all people and situations, we see the ability to learn, connect, grow and contribute to positive change.

Grow Together - We accompany each other, cultivating a global community that inspires, challenges, and sustains us.

Be Bold - We put mission in front of ego and fear, doing what it takes to make the change the world needs.

Stay Authentic - We let ourselves be known, remaining grounded and humble even as we aim for the boldest vision.

Communications: Purpose & Goals

Purpose

GlobeMed is centered around the idea of communication -- chapters and partners must communicate with one another over project ideas and updates, eboards must communicate across programs to create a holistic understanding of chapter happenings, and chapter members must communicate their ideas and beliefs to one another in order to have productive ghU discussions. In order to accomplish our goals, we strive to work together. In order to work together, we communicate with one another.

The Communications team within the chapter represents the chapter's method of communicating with the outside world. While our chapter and our network provide much of the support and love that we need to sustain our work, we have much to learn and to give to our surrounding campuses and communities. Let's share our accomplishments, our thoughts, and our interests with the world and see what they have to say back!



Goals

1. Establish a presence within your campus and community in order to push forwards our organization's work.

By engaging with the community around us, we can increase the population of people who support GlobeMed's mission to strengthen the movement for global health equity.

2. Work across chapter programs to create a holistic communication strategy.

Success entails working across sectors, borders, and generations. Work across your chapter's sectors to take advantage of everyone's experience and expertise and to ultimately provide your chapter success. Communications' relationship with campaigns and ghU will be vital in promoting chapter events.

Communications: Roles & Responsibilities

Director of Communications Role:

As Director of Communications, you will be an ambassador between your chapter and your campus and community. You will use your marketing and advertising skills to publicize your work and your partner to all necessary audiences.

As Director of Communications, you will be your chapter's:

- **Biographer:** One of your largest roles, is to tell your chapter's story. You will document the year, through pictures and words, and spread the story to external audiences.
- **Publicist:** In order to increase attendance at events, you will be actively selling your chapter and its events to the surrounding campus and community. Make sure your arguments, the branded materials in this case, convince people of your product, the chapter and its work. All events, whether campaigns, ghU events, or community building activities, need to be communicated through social media.

The benefits of a good communications strategy and branded materials will be widespread knowledge of GlobeMed at your campus and in your community. You will find that aesthetically pleasing and properly distributed materials will increase attendance at events and attract more interest to your chapter and your programs.

Director of Communications Responsibilities:

- Brand all communications materials using [GlobeMed's style guide](#)
- Coordinate with campaign teams to publicize fundraisers
- Work with the ghU Coordinator to publicize public globalhealthU events
- Manage public listservs (includes interested students, faculty, community members, etc.) and send publicity e-mail blasts and updates about your chapter and partner
- Maintain and update external web tools (chapter website, Facebook, Twitter, SmugMug, MailChimp)
- Take pictures of all GlobeMed related events
- Work with Director of Community Building to publicize GlobeMed's community involvement and therefore increase community presence
- Communicate chapter activities to National Office via various media – blogs, videos, articles, etc.

Communication Basics & How to Build an Audience

Communication Basics

There are many avenues through which you can publicize GlobeMed and your chapter's partner to the rest of the campus and community.

Here are the main tools you can use throughout the year:

- **Print Documents**—brochures, one-pagers, flyers, quarter sheets, etc
- **Web Tools**—chapter/partner profile page, Gmail, Google Docs, MailChimp, etc.
- **Listservs**—large e-mail lists of other student organizations and departments
- **Social Media**—web-based software designed to easily connect large numbers of people together (FB, Twitter, Instagram)
- **Word of mouth**—personal interactions with students, university faculty and staff, family members, and other contributors who are supportive of our mission

Building an audience

Having a steady and supportive audience base will be important for publicizing chapter happenings.

Posting on Facebook or Twitter won't have any use if you don't have any followers. Make sure that you build your audience and social media presence by linking your Facebook and Twitter to everything that you do as well as collecting email information on important GlobeMed supporters.

- Bring a computer to your events and have people "like" your chapter on Facebook or follow you on Twitter as they arrive
- Include your Facebook name and Twitter handle on all communication materials
- Create email database of interested people (alumni, past donors, prospective students) that is organized and easily accessible

Continue to build your audience by sending out newsletters or updates on your chapter rather than only communicating as a form of solicitation. Newsletters and/or chapter updates should be sent on a quarterly basis.

- Include all chapter happenings in the newsletter; show off your accomplishments and link to pictures
- Thank your supporters for their love and support - they deserve it!!
- Present ways to stay engaged

Program Integration

Communications allows the chapter to connect with the surrounding campus and community. Because most programs need internal or external support, communications plays a vital role in the success of the chapter.

Campaigns

The relationship between communications and campaigns is absolutely vital to chapter success. Every event put on by campaigns must have an accompanying communication strategy in order to attract audience interest. Campaigns will handle event hosting and planning, while communications will handle audience awareness of the event.

Campaigns & Communications teams should:

- Identify intended audience
- Create communication strategy & timeline: content and quantity of FB posts, website articles, Tweets, Instagrams, flyers, etc.
- Interact regularly to ensure the follow-through of the communication strategy
- Work together to boost energy and excitement within chapter

ghU

Much like with campaigns, ghU and Communications should be in contact when trying to publicize ghU awareness events. Teams should be especially aware of identifying particular departments or student organizations that would be interested in the topic and should target that audience as necessary.

ghU and Communication teams should also plan how to engage the broader campus and community in global health awareness. This could include posting blogs from chapter members about what they learned in specific ghU sessions or could be as simple as posting interesting articles off of the chapter's Facebook page.

Community Building

Communications and Community Building work together to publicize internal events such as staff retreats and social activities. The Communications team can help create a community building activities calendar that can be publicized on the chapter's website or on their internal platform.

Communications should also help design and order GlobeMed swag that will be used as a tool for establishing visual GlobeMed love within chapter!

Website

One of the largest responsibilities for the Communications team will be establishing and maintaining the chapter's website. The website is how the external world interacts with GlobeMed and how audiences stay up to date on chapter happenings. Therefore, it is vital to update it as necessary.

Chapter websites must include:

- GlobeMed's mission and model
- Information about your specific chapter
- Information about your specific partner
- Project descriptions and updates
- Link to your fundraising platform
- Link to your GROW blog
- Link to other social media tools: Facebook, Twitter, Instagram, SmugMug
- Contact information
- Event information & calendar

To gain more website traffic and use your website to its full potential:

- Post annual reports from your chapter -- these should be easily accessible from the GlobeMed National Office
- Post quarterly newsletter
- Work with ghU to create schedule for blog posts about recently discussed topics
- Create and share chapter calendar with all upcoming events

Check out some of the websites/blogs from across the network:

[GlobeMed at MIT](#)

[GlobeMed at Columbia University](#)

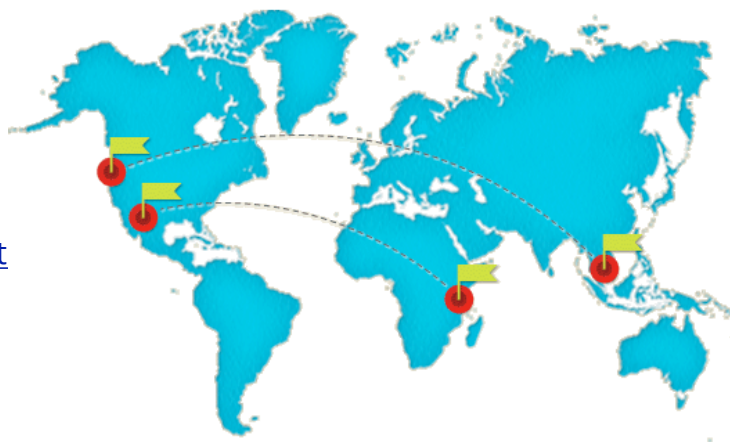
[GlobeMed at University of Chicago](#)

[GlobeMed at Colorado College](#)

[GlobeMed at University of Rochester](#)

[GlobeMed at Indiana University](#)

[GlobeMed at University of Texas - Aust](#)



Branding

A brand is how the organization is expressed and represented to the world . Having consistent branding, the use of fonts, colors, and logos, allows audiences to more easily identify GlobeMed among other organizations. When people see our logo or our colors, a lightbulb should go off in their heads -- "Oh, GlobeMed! Love them! Can't wait to go to their event!!!!"

How to Download and Install GlobeMed Fonts (click on the titles to download)

TITLE FONT - [MENSCH](#)

Mensch is used for all titles and page headers. Only "Mensch Thin" should be used.

▶ <http://globemed.org/about/>: "About" & "Mission and Vision"

Header font - [Bitter](#)

Bitter is the font that is used in the GlobeMed logo text, and in all section headers. "Regular" and "bold" are the most frequently used variations of Bitter. Within a page, Bitter should only be bold if the content in separate sections are distinct, as opposed to a continuing story with section headers, which should not be bold.

▶ <http://globemed.org/about/>: "GlobeMed" & "Why students?"

Copy font - [Open Sans](#)

Open Sans is used for all body text. "Regular" and "bold" and the most frequently used variations of Open Sans.

▶ <http://globemed.org/about/>: All content under each section heading.

Installation: Mac

Unzip and open the folder containing the font families, select all fonts and double click to open in the Font Book application. Click "install" in the lower right corner of each font box. Fonts will be ready for use in any application. You may need to close and reopen an application if the font doesn't show up initially.

Installation: PC

Unzip and open the folder containing the font families. Right-click on the font file you wish to install and select Open. In the resulting Font Preview screen, click on the Install button at the top left of the window.

Creating a Communications Strategy

Facebook

Facebook is the easiest, most broad-reaching social media site that can be used to publicize events.

Facebook events:

Create a Facebook event for all campaigns and public ghU events.

- Coordinate with Campaign and/or ghU Coordinators to discuss the purpose of the event, intended audience, logistics (date, time, location), and a timeline for posts.
 - All campaigns should have Facebook pages up at least two weeks prior to the event so that prospective attendees have the event on their radar.
 - Plan out how often / what days you will make a post off of your “GlobeMed at [University]” account to publicize the event. Try to find a balance between offering necessary reminders and being a nuisance on someone’s newsfeed!
- Have everyone in the chapter join, and invite all of their friends to the event.
- As a general rule, you can expect around 10% of the people “attending” to actually attend. In general Facebook events are an unreliable way to gauge possible attendance.

Cover Photos & Profile Photos

Design visuals that will attract attendees to GlobeMed events.

- Design cover photos and profile pictures that chapter members can post on their FB accounts at least one and a half weeks before the event.

Coordinated Facebook posts:

People tend to care more about events when they have a personal attachment or relation to them - get chapter members to post about the event so that their friends are more excited to come!

- Write out sample Facebook posts for chapter members to post. Make sure that they’re engaging, succinct, and eye-catching!
- Present communications strategy to chapter so that everyone is aware of their responsibilities. Try to find a balance between offering necessary reminders and being a nuisance on someone’s newsfeed!

Post -event:

You *must* post pictures of all of your major events off of your chapter’s official FB page no later than 5 days after the event. It’s tempting to do it off of your personal account, but resist! It will be important for institutional knowledge and chapter history to have them in a central location.

Creating a Communications Strategy

Twitter

Twitter allows you to send short messages to publicize events.

- Coordinate with Campaign Coordinators and ghU Coordinators to discuss the purpose of the event, intended audience, logistics (date, time, location), and a timeline for communication strategy.
- Write out short Tweets that name the event and link out to Facebook event. Make a hashtag for the event so it can be linked to other tweets about the event. Ex: “#RutgersGGD” for Rutgers’ annual Global Get Down
- Present communications strategy to chapter so that know to re-tweet your chapter’s tweets or write their own.
 - If chapter members write their own tweets, make sure that they tag your handle (@globemedat [university]).



Flyers

Flyers are physical documents that you can use to post information around your campus.

- Identify intended audience. Post flyers where audience is most likely to see them.
- All flyers should include the link to the chapter’s website.
- Make sure that all flyers are bright and exciting. Students on campus may only get a one-sec glimpse of your flyer -- make sure it catches their eye.

Types of flyers:

- Teaser Flyer:
 - Basic flyer with the title of the event and the time and location
 - Goal is to spark intrigue and curiosity
 - People ask: What’s the Global Get Down?
- Informational Flyer:
 - Sexy flyer with the who, what, where, when, and why!
- Quarter Sheets:
 - Small pieces of paper you can distribute in high traffic areas

Creating a Communications Strategy

Listserv E-mail

Access your university's natural resources or your system for engaging with the community to publicize your event.

- Identify intended audience and send emails to the corresponding listservs: alumni, anthro dept., political science dept., geo dept., etc.
- Brief compelling paragraph that includes all of the necessary information
- Always include a contact person with e-mail and a link to the website

Chalkboarding

Target wide audiences by chalking classrooms or sidewalk on campus.

- Identify intended audience and create a list of classrooms and/or walking areas where the intended audiences are likely to be found. (Ex: an event about HIV/AIDS should be highly publicized in the school of public health, the anthro dept., the geo dept., the bio dept., the school's main walkway etc.)
- Come up with a one-line description of the event
- Always include a link to the Facebook event

Campus Advertising

Take advantage of your school's publications.

- Reach out to your school newspaper and see if they can run an ad or write an article covering your event
- Post your event on student activities pages and/or school-wide activity calendars

Classroom Announcements

Target specific audiences by going into classrooms and making announcements about your event.

- Identify intended audience and look up classes that that audience may be enrolled in
- Email professors to ask if you can stop by their class on a specific day and give a 20-second pitch for your event
- Coordinate with event team to come up with a 20-sec pitch for the event
- Create schedule of classes (day, time, location) and ask chapter members to sign up to pitch the event.



Creating a Communications Strategy

Newsletter

Keep your supporters up-to-date with chapter happenings through quarterly newsletters.

- Write brief descriptions of chapter events or accomplishments to publicize to an external audience -- GlobeMed donors and supporters.
- Style content on sites such as Issuu, which allows you to format digital materials in the style of printed media, or on another design platform

Examples:

[GlobeMed at Columbia University -- Quarterly Newsletter](#)

GlobeMed at Columbia's quarterly report covers the chapter's upcoming goals, summarizes past activities, highlights successes and challenges, and offers a look into the chapter's finances. A newsletter such as this one would be a great resource for prospective and current donors.

[GlobeMed at University of Michigan -- ghNews](#)

GlobeMed at University of Michigan puts out ghNews, which covers topics discussed within chapter meeting. The report has articles, comics & fun, and an interactive crossword section that allows audiences to understand what GlobeMed students are learning within chapter and gives them the opportunity to take part in those conversations as well. This kind of newsletter is useful for both prospective and current students and supporters.

Blog

Engage staff members with communications by allowing them to post their thoughts and/or reflections on your chapter's blog.

- Invite members to reflect on ghU discussions, chapter happenings, network-wide events, or general news by featuring staff blogs on the chapter's website.
- When you post staff blog posts, write a brief description of the author so that external audiences know more about that staff member. Their family and friends will enjoy it even more!

[GlobeMed at UT-Austin - Global Health You](#)

Global Health You is a series of posts where GlobeMed at UT Austin members reflect on an aspect of global health that they find important or inspiring. It offers a more personal side of the chapter's work and shows the audience why they fight for global health equity.

Photography

Pictures relate chapter events through an engaging manner if done thoughtfully! The following tips are adapted from Partner in Health's Branding Guide.

Quality and Composition

DO NOT: use low-quality, poor resolution, out-of-focus images.

DO: use images that are high resolution and well composed.

Photography and video illustrating your chapter should be of the highest possible quality; 300 dpi for print, 72 dpi for web, and HD video for use online or DVD. All imagery should contain active, descriptive content that is relevant and appropriate to the chapter. Whenever possible, an effort should be made to include GlobeMed branding (T-shirts, signage) within the photo.

Quantity

DO NOT: post all pictures taken at an event.

DO: select high-quality engaging pictures from an event, edit & post as desired.

There should be many pictures from a chapter's events, but all pictures should provide relevant content. People want to see what is happening at the event, but not necessary every picture that has been taken. A GlobeMed supporter may want to see pictures of a panel presentation and the audience there, but may not want to see multiple pictures of the snacks that were provided at the event (even if they were delicious!).

Contextualize

DO NOT: upload pictures to Facebook without captions.

DO: write a description of the event and write captions for particularly relevant pictures.

Use captions to contextualize images. People who did not attend the event should be able to understand what is happening through these descriptions. Not every picture may warrant a caption, but make sure to caption particularly important pictures.

Post

DO NOT: hoard pictures on your personal computer.

DO: post captioned pictures on Facebook and SmugMug no later than five days after the event.

Keep your supporters up to date with pictures of your events. Make sure to centralize the pictures and keep your chapter's history intact through your chapter's Facebook and SmugMug gallery.



Facebook

Organizational scrapbook. Share quippy photos, news, and blog posts with the network.

ADMIN: Add administrators under “Admin Roles”

YOUR SETTINGS: As an admin, uncheck “Always comment and post on your page as GlobeMed, even when using Facebook as _____”

INSIGHTS: Track likes, reach, virality, and engagement.



Twitter

Quick, frequent interaction and dialogue with GlobeMed chapters, individuals, and organizations.



Instagram

Online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr.



SmugMug

Storage platform for photos, for easy photo-sharing across the network.

OPEN ADMIN: Email - *globemed* | Password - *evanston204*

GALLERIES: Albums, within categories/chapters, organized by event name, etc. To create a new gallery, go to Upload > Create a New Gallery. Select the appropriate Category/Chapter to hold the new gallery.



Mailchimp

Mass email-marketing service

DASHBOARD: Snapshot of analytics, open rates, and click rates

CAMPAIGNS: To create an email, create a “Regular ‘Ol Campaign”. Watch out for:



PicMonkey

Free online photo editor! Collage, Touch Up, Teeth Whiten, Fonts, Effects, Filters, Frames, Stickers & more.



Issuu

Issuu is an online service that allows for realistic and customizable viewing of digitally uploaded material, such as portfolios, books, magazine issues, newspapers, and other print media.

Resources: SmugMug

SmugMug

SmugMug is GlobeMed's official photo-sharing site for storing all of our pictures across the network.

Features:

- Unlimited space
- Visually appealing slideshows
- Clean organization for our networks needs
- No cost for the chapters
- Easy to share SmugMug photo galleries with your chapter's Facebook page. Note that there is not an easy way to share Facebook photos with your SmugMug account, so your chapter should post photos on SmugMug first and then follow the directions below to get them to your Facebook page.

Organization:

- All chapters will use the same login: Email - *globemed* | Password - *evanston204*
- Individual chapters and the National Office are "gallery categories" that can be viewed from GlobeMed's main smugmug page. Photos are further organized into "galleries"—which are similar to facebook albums. Galleries can be called individual campaigns, like "2013 Campaigns" or "Executive Board Retreat 2013". Individual photos can be labeled.

How to upload photos:

- Go to SmugMug.com. Once logged in, click on your chapter, "GlobeMed at _____" under Gallery Categories on the main page.
- Go to the Upload button at the top and click Create a New Category. Or, if you are adding photos to an existing gallery, go to your category under Upload, "GlobeMed at ____" and click the photo gallery you want to add to.
- Click Upload, then the Files and Folders button and pick the photos from your computer that you want to add.
- To see if you did it correctly, go to GlobeMed's SmugMug homepage and click Visitor View.
- You can edit the name of your new gallery by clicking Edit next to the gallery name and you can also add a description to it.
- To add a description of the photo, click Add Caption below the photo.

How to post your SmugMug photos on Facebook (incredibly easy!):

- Go to the gallery that you want to post on your chapter's Facebook page.
- Click the Share button and then Be Social.
- Allow SmugMug to access your chapter's Facebook account!

Mailchimp

Mailchimp is an email marketing service that allows you to do much more with your marketing campaigns. It is a way for organizations (including non-profits) to construct organized email lists, create snazzy looking email templates, and work with a larger variety of email formats. If you've ever seen those awesome looking emails that come from the National Office – it's because they use MailChimp!

Creating a MailChimp account:

1. Go to www.mailchimp.com
2. Click on Sign Up Free button
3. Fill in the necessary information and create your account!
4. After confirming the subscription, fill out information for your chapter. (i.e. GlobeMed at ____ for organization/company). Make the password something that can be passed to other members.
5. After getting the account set-up, look at "Getting Started with MailChimp" guide (this can be found under the tabs Resources>>Guides>>Getting Started with MailChimp).
6. Read through the document to become versed with how the website works, how to manage your email lists, and how to create campaigns.
7. Use any other resources they make available! The website has plenty of other guides, video tutorials, webinars, etc. to help you use MailChimp effectively!

How to use MailChimp:

- Create and manage email lists that allow you to organize the bundle of email addresses that you have. Group all of these emails addresses accordingly (e.g. people that show interest in GlobeMed, campus list-servs, other student organizations, etc.)
- Create a simple, professional-looking template for your chapter with a neat header. If you read through the "Getting Started with MailChimp" guide, it will show you how to get started with this. The tutorial videos are also great resources!
- With the template in place, creating snazzy-looking emails will take no time at all!

Mailchimp

Why is this useful?

Using MailChimp will not only let you organize your email lists, it will also make your emails look much more professional and appealing. It can help with recruitment of new members, writing emails to past and potential future donors, recruiting professors to speak at an event, creating a collaboration with other student groups on campus, etc. etc. Overall, it will help push your chapter operations to a new level!

CAMPAIGNS: To create an email, create a “Regular ‘Ol Campaign”. Watch out for:

- ▶ Set-up
 - From Name - should be GlobeMed, GlobeMed Current, etc.
 - Reply-To Email - should be [university]@globemed.org
 - MergeTags - use to fill in recipient-specific details (i.e. *|FName|* = First Name)
- ▶ Design
 - Select from Designer Templates and use “Style Editor”
 - Use hex code colors from *GlobeMed Style Guide*
 - Fill in and double-check “Alternate Text” for every image
 - Always include Facebook, Twitter, Blog, and Website links
 - Preview + Send Test E-mails before continuing; check that all links work
- ▶ Plain-Text
 - Always click “Copy Text from HTML”
- ▶ Confirm
 - Verify List: Send to List AND specify the Segment, based on targeted audience
 - Verify Subject Line
 - Verify Replies (“From” name)
 - Preview, click “View Live Merge Info”, arrow through to check correct MergeTags
 - Schedule for a later delivery, or Send Now

Resources: Cover Photo Examples

Bruins for Israel & GlobeMed Present

Achy Breaky Heart

Raising funds for Save a Child's Heart and the Nwoya Youth Center



FOOD PERFORMERS DATE AUCTION GAMES SILENT AUCTIONS

Sunday, February 10 @ 7:30pm
Kerckhoff Grand Salon

\$5 suggested donation





GlobeMed

at Arizona State

sustainable global partnerships



UNIVERSITY STUDENTS AND GRASSROOTS ORGANIZATIONS
WORKING TOGETHER TOWARDS GLOBAL HEALTH EQUITY



GlobeMed

at UCLA

GET INFORMED
GET INVOLVED
APPLY

INFO SESSIONS:
THURS, OCT 4TH 5-6 PM KERCKHOFF 133
TUES, OCT 9TH 4-5 PM KERCKHOFF 417


APPLY AT WWW.GLOBEMEDATUCLA.WORDPRESS.COM

Resources: Cover Photo Examples

DJ
50/50 Raffle
Pizza \$2/slice
Photobooth \$2
Asian Persuasion Shots \$3.50

Presented by
The Asian American Association
and GlobeMed at UC

Charity Date Auction
at Woody's on Calhoun
Friday, November 16 9pm-12am

March 12th  5p.m.-9p.m.

GlobeMed Potbelly's Night:
Sandwiches that Save





GIVE TO GLOBEMED

Resources : Communications Timeline

Sample Communications Timeline



- Coordinate with Campaigns team on intended audience, communications strategy timeline.
- For this event, we will not be using listserv or classroom announcements because we are selling goods rather than presenting information

| Form of Media | Strategy | Time | Materials Needed | Anyone involved? |
|-------------------|-------------------------------|--|---|---|
| Facebook | Cover Photo & Profile Picture | Make: 3 weeks to event Post: 2 weeks to event | Cover Photo & Profile Picture | Campaigns team approval |
| Facebook | Event | 2 weeks to event | Google Form for cupcake orders | Chapter members need to invite friends |
| Facebook, Twitter | Post | 2 weeks to event (intro) 10 days, 7 days, 3 days, 1 day prior to order deadline | Write out FB posts, Tweets for each day | Chapter members need to post on their FB, Twitter |
| Instagram | Post | 10 days and 5 days before order deadline | Pictures people looking happy & fulfilled w Sprinkles cupcakes | Need people to take pictures of |
| Flyers | Post in popular campus areas | 1 week prior to event | Adapt cover photo or profile picture to larger flyer Print | Chapter members to post flyers |