Communicators Forum Brainstorming for Support the U Day

Group 1
Helping “U” Beat the Band!
The U of M Marching Band has 300 members
How many do U have?
A viral competition to increase student participation in Support the U Day
1. Get the band to buy-in
2. Challenge other groups on campus to Beat the Band
3. Use social networking sites to create teams and foster competition
4. Identify U staff to moderate team progress
5. Incentives: story in Daily, t-shirt, “We Beat the Band,” and bragging rights!

Group 2
Strategic Plan
Messaging:
• Yes U Can!
• It’s your university
• Make a difference
• Protect your investment
• Civic duty/election spirit
• U MATTER!
Mediums:
• Online: Facebook, Twitter, email, video (YouTube/Viral Video)
• Ads: posters, flyers, Daily ads
Audience:
• Students: Greek, residence halls, marching band
• Parents
Strategies
• Organized bussing
• Prizes – Wii?
• Business involvement
• Initial video for video competition – pair with a class
• Limo (donated) for the largest group gathered

Group 3
Capitalizing on Presidential “change” message
What is missing at U of M? Or what will be missing?
The U matters – what is important to U?
Strategies
• YouTube videos
• Text messaging
• Facebook
• Twitter
• Street Theater
• Ads in Daily
Group 4
Yes U Can! (Big illustration based on Obama campaign)
Facebook
Videos
Buses
Prizes
Use Greek community, parents, student groups, and residence halls
“It’s Your University: Fight For It.”

Group 5
20 Steps to Capitol Success
1. Faculty involvement
2. Ad on Onestop and MyU Portal. Use Facebook more effectively.
3. Competition – how many friends can you get to participate?
4. Department newsletters to students.
5. Theatre and skits around campus/guerilla marketing
6. Wrap a building or structure in advertising
7. Athlete participation – get key athletes
8. Student video contest
9. Bus advertising – campus circulator
10. Bracelets – get local TV anchors to wear/promote them.
11. Reward program for participants – discounts, sports tickets, etc.
12. Present your tattoo at STUD – get a free coffee
13. Grassroots action Obama-style
14. Greek party – make sections of banners to display at the Capitol
15. Donated ad space in Coffman, St. Paul Student Center, Parking Ramps, Tunnels
16. Phone call from Bruininks to faculty/staff – support students who attend
17. Regular text message for those participating – send to friends to invite
18. Daily story
19. Chalking
20. Sidewalk Clings