

# Campaign Activities

## Letter Writing Campaign

Have students write or email college admissions representatives to request information about their college or university and/or specific degree programs. In the letter, ask for pennants, posters, or other display materials to hang in your classroom or around the school. Once students receive responses, have them present the information to their classmates. Use pennants, posters, and other visual pieces to create college bulletin boards or “college corners” around the school.

## Media Blitz

Ask students to create commercials, news stories, and other promotional and/or informative pieces about going to college or specific college opportunities. Then launch a media campaign in your school and community. Students might...

- Write “radio ads” about college or specific colleges or programs. Read these over the school intercom, or work with a local radio station to get them on the air.
- Create “TV ads.” Show these in class or on local cable channels.
- Design posters or brochures and distribute them in school and in the community.
- Create a website or online advertisement.
- Launch a social media campaign.

