

## Maximize Impact: Publicize, Piggyback, and Partner

To maximize the impact of your program or training, you need to spread your message far and wide across campus. Publicity is about getting the word out, which means knowing your audience and having an accurate sense of where they get information.

But publicity alone is not usually enough, particularly since students, faculty, and staff have a lot of competing demands on their time. In addition to publicity, it's best to piggyback onto other events, activities, or classes. Check your campus calendar to see what is coming up. Partnering with others can also help boost attendance.

**Together, the three Ps—publicity, piggybacking, and partnerships—can produce results.**

*You can use this form to brainstorm ways to maximize your impact with publicity, piggybacking on other events, and partnerships.*

### Maximize Impact: Publicize, Piggyback, and Partner

**How can you most effectively publicize your program/training? Brainstorm ideas.**

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**Example:** *Work with student leaders to craft a message that will resonate with other students on campus. Then, publicize the event where your audience will naturally find it—if they get most of their information online, then publicize it online; if they frequent the dining hall, then publicize it there, etc.*

**What campus events and activities could you piggyback on?**

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**Examples:** *(1) Host a booth about suicide prevention at a campus wellness fair. (2) Piggyback on a “don’t cancel that class” program (i.e., if a faculty member cannot hold class, a suicide prevention program is held during the class time). (3) Discuss mental health/suicide during first-year orientation or make gatekeeper training mandatory for freshman.*

**Which partnerships could help boost attendance at your program/training and how?**

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**Examples:** *Partner with the campus health center to distribute a flyer about suicide prevention events or warning signs to any student receiving services. Other potential partners could be residence life, LGBT office, Greek life, and cultural groups (e.g., African American students, Asian students).*