A Shout Out to Getting the Word Out: Planning a College Access Marketing Campaign

**Step 1: Set campaign goals that are specific, measurable, and attainable within 12–18 months**

What are your campaign goals?

**Define and Prioritize Your Target Audience**
- Age, Ethnicity, Sex, Geographic location, Income level, Family education level

**Internal scan**
- What resources (staff time, skill sets, budget, and tools) do you have within your organization?
- What resources are you lacking?
External scan

- What other organizations, agencies, and programs are working in the area of college access?
- Who has the same goal(s) as you?
- Who might have a conflicting goal?
- Who has direct access to your target audience?
- Is the media already covering the issue in any way?

Policy and Program Audit

- What support programs will your target audience require in order to take the actions you want them to? Are they already in place, or do you need to create them?
- Are there any policy barriers that will impede your targets from being able to act?

Step 2: Engage Key Stakeholders

- Based on your internal and external scans as well as your policy and program audits, what organizations do you need to involve in your campaign?
- Who has the authority within each agency or organization to make change happen?
**Step 3: Audience Research**

Existing beliefs and knowledge about the issue:

Barriers:

Core Values:

**Step 4: Strategic and Tactical Planning**

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<th>Message</th>
<th>Tactic/Message Channel(s)</th>
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For Further Information


Websites

Andy Goodman (www.agoodmanonline.com)
Boost Up (www.boostup.org)
College Access Marketing (www.collegeaccessmarketing.org)
Communications Leadership Institute (www.communicationsleadership.org)
Getting to the Point (www.nonprofitmarketingblog.com)
KnowHow2Go Campaign (www.knowhow2go.org)
Made to Stick (www.madetostick.com)
National College Access Network (www.collegeaccess.org)
Pathways to College Network (www.pathwaystocollege.net)
Spitfire Strategies (www.spitfirestrategies.com)
Truth (www.thetruth.com)

SREB Go Alliance

Go Alliance is an interstate cooperative that works to increase college access, awareness, and attendance through the use of applied social marketing techniques. Go Alliance aims to send clear messages to students about the importance of graduating from high school as well as how to get ready for college and overcome common financial and personal barriers. Member states jointly develop and/or share college marketing materials (such as radio and television spots, research, posters, and brochures) as well as ideas about programs that reach students in direct ways.