

## **PR, Marketing, and Promotions Ideas for *Trainings led by Mike Domitrz***

If you do not have mandated attendance coming from the leaders of your military installation, getting fantastic attendance at an event takes creative planning, getting departments / organizations involved, and having FUN! While some installations produce amazing promotional campaigns to bring fantastic attendance to their events, many installations focus their “hard work” in the wrong areas. This special report is to help you put your time and efforts into the exact avenues that can produce phenomenal results for you and your installation!! Each suggestion below is simply that ~ a suggestion. You can pick the ideas you like best or you can put all of these ideas into your promotional plan to insure the most amazing results possible. From experience, we share with you that the schools and installations who apply all the concepts in this report have experienced spectacular results!! You choose. Good Luck and Remember – **Have Fun!!**

### **#1 RULE**

If you want to draw more members to the training, you will want the training to sound FUN and INTERESTING. The title ***“Can I Kiss You?”<sup>RM</sup>*** grabs members’ attention and gets them intrigued. Next, they will ask you, “What is it all about?” Words and phrases that are **GREAT** to use include: “A really Fun training on dating and intimacy”; “Hilarious look at dating, hooking up, and how we talk – along with discussing sexual assault.”, “Interactive and entertaining expert on dating and intimacy”, “How to Talk to the Person You Want”, and “The Secrets to Body Language and Playing the Dating Game.” The ultimate description that members LOVE is, ***“It is a hilarious training that teaches you how to ask for what you want sexually or intimately – without having to play any of the games – while also addressing serious topics including sexual assault.”***

### ***THE MOST SUCCESSFUL IDEA ANY MILITARY INSTALLATION HAS EVER USED***

Without a doubt, the most successful promotional campaign to guarantee attendance on a installations is the ***“First 100 Members Get Free Shirts.”*** Installations that have been putting this information on their materials are having incredible success with drawing great attendance to the ***“Can I Kiss You?”<sup>RM</sup>*** Training. How do the installations pay for this idea? They purchase the 100 PACK from The Center for Respect (an incredible package that gives your installation T-shirts and/or books for **only \$7 per item for 100 or more**). To purchase this awesome promotional package, call Rita in Mike’s office at (800) 329-9390.

### **SOCIAL MEDIA WORKS!!**

Schedule fun posts with all the training details to be sent the day before and the day of the trainings.

### **Buttons and More Buttons**

Have your members wear buttons saying ***“Can I Kiss You? Do You Ask?”*** around your installation for the days prior to the training being presented to your men and women. You can

order these buttons directly from our offices at (800) 329-9390 for the low price of only \$10 for 40 buttons. You can view these buttons online at: [www.CenterForRespect.com](http://www.CenterForRespect.com).

### Talk it Up

Word-of-Mouth is the GREATEST form of promotion and advertising. Nothing beats your best friend telling you, *"This is going to be awesome. You've got to come with me. We will have sooo much fun."* Build a true "buzz" about **"Can I Kiss You?"<sup>RM</sup>** and you are likely to have amazing attendance!

Give brief presentations at meetings. Have a plan for how each organization can get involved in the training and how it will help their group. Make sure the person giving this presentation is truly passionate and excited about the training. To describe the event, they should use the "GREAT" words provided in the **#1 RULE** listed above in this document. They need to inspire the organizations to get involved. While at the meeting, ask each organization and department to give extra "points" to their members for attending.

### Materials: Table Tents, Boards, & Posters on Grounds

Keep promotional items simple and powerful (as few of words as possible). Think of an Advertisement you see in a magazine ~ lots of space with few words. Any medium that you can think of ~ use it. Work with creative departments to have them produce powerful materials for you. Make a few different campaigns that are funny or "catchy" so that members want to read them. Below are the avenues that you can utilize your creative through (the more, the better):

**Table Tents:** Fantastic locations to place table tents is on tables in all eating halls, restaurants, and in every "sitting area". Keep the same table tent for 5-9 days out. For the last 4 days, change the table tent with a new "catch phrase" and "look" everyday to grab the attention of members. Use bright colored paper for your table tents. Change the color of the paper throughout the promotional campaign.



**T-shirts:** Have everyone involved wear a special shirt the 2 days before the event. Get your shirts by **calling 800-329-9390 where you will get BIG DISCOUNTS** for ordering in bulk. Ask about the SPECIAL 100 PACK Campuses have used to draw massive audiences – sometimes hours before the event begins. One school had selected faculty, staff, and administration to wear the **"Can I Kiss You?"<sup>RM</sup>** shirts the entire week before the event. The result? **Standing Room Only!**



Plus, you can giveaway shirts at the event (fantastic way to draw huge audiences). With these extremely popular "T-shirts, students are begging to get at least one shirt. The shirt is eye-catching with a very strong message on the back!! You can learn more about the shirt at.

**Boxers and Hot Shorts:** BRAND NEW and extremely popular with students!!! You get fun boxer shorts and/or hot shorts with a great message that are also super comfy.



**Posters:** Post posters everywhere possible including popular places in local communities. We will provide you with 40 posters. If you do not receive these posters within one month of your event (you need to have signed and returned the contract to receive this packet), call us toll-free at (800) 329-9390 so that we can resend the package out to you. If you want to make additional posters for the event, ***Do It!*** If you want Mike to approve the posters to insure they are accurately depicting the training, e-mail him a “pdf” file of the poster ([mike@centerforrespect.com](mailto:mike@centerforrespect.com)). When creating your own posters, be sure to follow **RULE #1** on page one of this report. To download the image of the poster to use in electronic promotions, email Rita at [rita@centerforrespect.com](mailto:rita@centerforrespect.com).

**Tattoo’s:** Have you seen the new ***“Can I Kiss You?”<sup>RM</sup>*** temporary tattoos? Members are wearing the eye-catching tattoos on their cheeks, hands, arms, and wherever they can draw attention to the words. The tattoos only take 30 seconds to put on and wash right off. You can purchase 400 tattoos for only \$40. Get these fun and popular promotional tattoos by calling (800) 329-9390 and placing an order with Rita. In addition, you can order them online at [www.CenterForRespect.com](http://www.CenterForRespect.com)



**Banners:** Pick locations where large quantities of members walk or drive UNDER each day (building overhangs, walkway bridges, etc...). Many communities have spots where you can hang a banner across the main street in town.

**Boards:** Get permission to make a small announcement in each classroom on the board (chalk boards). Keep the announcement up as long as you can. You can put this brief announcement on the board a few days in advance. The night before the event, go around to all of the rooms and change the boards to say, “TONIGHT” so that all the boards read correctly the morning of the event.

**Chalk It Up:** If your command allows, use the sidewalks as huge billboards. Make colorful advertisements and catch phrases promoting the training on sidewalks. Pick sideway locations entering high traffic walk areas.

### Giveaways

Men and women love getting FREE STUFF! If you have clothing stores or local merchants that will donate gift certificates to the presentation, advertise that prizes will be given away at the training! If you get someone to donate a spectacular prize, mention the specific prize in all of your promotional materials. One location had fantastic success with, ***“FREE pizza party for the hall that brings the most people to the event!!”*** ~ the pizza was donated by the food service company. Installations have had prizes ranging from movie theatre gift certificates to romantic weekend getaways to I-Pods.



### **Kissing Booth**

Hershey Kisses and Wax Lips are great giveaways on the day of the event. You can even create a “Kissing Booth” where you give the kisses and/or lips away with a little promotional piece about the presentation. A perfect example is the picture on the right, which was done by McMaster University in Hamilton, ON in Canada.



## **PROGRAM DESCRIPTIONS for “The MISSION Is Transformation” and “The Keys to ENGAGEMENT”**

### **The MISSION Is Transformation:**

Sexual assault is a cultural problem - not just a military issue. Working with subject matter expert and author, Mike Domitrz, gain unique insights, precise steps, and effective strategies for how military leaders can help TRANSFORM the culture in their units and on their installations toward how sex and respect are addressed - including double-standards, bystander intervention, having a goal of healthy sexual relations, and dramatically reducing rape.

### **The Key to ENGAGEMENT:**

**The Key to Engagement** with Mike Domitrz reveals a refreshing and powerful format to facilitating thought-provoking conversations on sensitive issues with military members, especially sexual assault. A welcoming and positive atmosphere is fostered where each trainee discovers how to take a simple approach to tough questions from members -- including how to discuss "both sides" of military members' concerns. You will learn the secret to creating a balance of careful and effective use of humor verses addressing hard-hitting questions. Attendees will be challenged as to "how far" you should go to intervene in the day-to-day situations that can occur. In addition, you will learn the keys to effective training.

Bring lots of questions. You will be asked, "*Why are you here and what are you hoping to take from this session?*" Your answers will help dictate the flow of the presentation. Throughout the seminar, everyone is encouraged to ask questions and debate the concepts being discussed. At the end of this incredibly interactive 45-minute session, you will leave excited and equipped with the tools to make a powerful impact on your installation and in your community.

## IN THE NEWS ~ Military Media

Because intimacy and sexual issues are always “hot” issues in the news, your media can find this training to be a great segment for the TV station, radio station, and newspapers. For your TV station and radio station, Mike will be happy to conduct interviews after his training.

For the newspaper, you can get double coverage (an article before the event and then an article afterwards that discusses what the training covered and members’ reactions). For the preview article in advance of the event, you can invite the paper to call Mike Domitrz for an interview or you can submit your own article – we can even provide you an example article. By providing an article to the newspaper, you have more control over the content of the article – to insure it reflects the messages you want for this event. If you do write your own article, please closely follow **RULE #1** on page 1 of this report!

## LOCAL MEDIA

Because “*Can I Kiss You?*”<sup>RM</sup> tackles lots of important societal issues (sexual assault, date rape drugs, dating, respect, etc...), you can make this training a major news media event for your installation. With a creative approach, you can draw your military installation lots of positive attention from local TV, radio, and print news sources. The best part? You are bringing very positive media attention to your installation and so the administration should be extremely supportive of your efforts. If you would like, Mike will even make himself available for local TV and radio interviews.

A popular interview for local media is often to have Mike share “*Tips for How to Talk with Your Teen about Healthy Dating.*” Parenting issues are always a draw for the media. If you would like to send the local media a press release offering this segment, Mike will be happy to write one customized for your installation (the press release would also promote your installation bringing this educational message to the members). Mike will work to be as flexible as possible to meet the needs of your local and installation TV stations, radio stations, and newspapers.

## Invite the Local Leaders

Invite important installation and community leaders including businesspeople, local politicians, Superintendents and Principals of local school systems. Making a difference on your installation and in your community is much easier when you have everyone working towards the same goal.

## Local Agencies (Rape Crisis Centers, and your state coalition against sexual assault)

In his presentation, Mike shares how to properly provide support to a survivor of sexual assault. In doing so, he promotes the local rape crisis centers and agencies addressing sexual assault. When such agencies can be in attendance, it can be a wonderful opportunity for survivors to seek immediate support. Plus, the agency can gain visibility on your installation – which is always a positive for them and your installation to have another resource available to members.

## Book Signings

Mike Domitrz’s books, *Can I Kiss You? A Thought-Provoking Look at Relationships, Intimacy & Sexual Assault* and *Voices of Courage: Inspiration from Survivors of Sexual Assault* are both critically acclaimed and have sold around the world. He is always happy to arrange book signings in community libraries and book stores (if his travel schedule

permits). If you would like for Mike to conduct a book signing in your community and/or on your installation, just let him know. If he can make the schedule work, he is always happy to do so.

## **BIOGRAPHY OF MIKE DOMITRZ to utilize with promotions:**

### **To be Handed Out at the Training Events (if you are printing a program):**

For over 20 years, educational institutions, the US Military, and the media have been turning to Mike Domitrz for helping to transform our sexual culture to one based on consent and respect.

Mike has been inspiring military audiences with his hilarious sense of humor and his truly unique approach to discussing violence in our sexual culture. While he presents one of the "*cleanest*" trainings, Mike holds nothing back. People from all genders, cultures, backgrounds, and diverse populations appreciate his sincerity and honesty.

In the summer of 2015, Dateline NBC featured Mike on their special series "My Kid Would Never Do That" addressing alcohol, sex, and bystander intervention. In the past decade, Mike has presented hundreds of trainings throughout the US Military on installations throughout the world.

As a critically-acclaimed author and the Founder of The Center for Respect ([www.CenterForRespect.com](http://www.CenterForRespect.com)), Mike works closely with military members and installations across the country to produce national initiatives resulting in revolutionary change in America's approach to consent, bystander intervention, sexual decision-making, and opening the door for survivors coming forward.

### **For websites and information promoting the event:**

For over 20 years, Mike Domitrz has been inspiring military members with his hilarious sense of humor and his truly unique approach to discussing our society's approach to discussing sex, consent, bystander intervention, and better supporting survivors.

As an interactive and entertaining expert on dating and intimacy, Domitrz teaches audience members how to ask for what they want sexually or intimately - without having to play any of the games. He reveals a revolutionary approach to insuring each person's boundaries are respected. While he presents one of the "*cleanest*" trainings, Mike holds nothing back. Genders from all cultures, backgrounds, sexual orientations, and diverse populations appreciate his sincerity and honesty.

As the Executive Director of The Center for Respect and as the critically acclaimed author of "Can I Kiss You?", Mike works closely with military members and installations across the country to produce national initiatives resulting in everlasting change in America's approach to dating, respect, & intimacy.