

**PR & MARKETING SUCCESS by past schools for programs presented by:**  
*Mike Domitrz*

Getting students **EXCITED** to attend an assembly takes creative planning involved and having **FUN!** While some schools produce amazing promotional campaigns to bring students with open minds to their events, many schools struggle with getting students hyped up for the event. 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 students!!

If you cannot implement all of the below pages, do as **MANY** as you can!! **EXPERIENCE** proves the schools who apply as many of the concepts in this report have experienced spectacular results!! Good Luck and Remember – **Have Fun and feel free to ask us questions!!**

### **#1 RULE**

You want the program to sound **FUN** and **INTERESTING**. The title Mike utilizes in his programs can lead students to asking, “*What is it all about?*” Being as positive as possible is ideal. At the same time, please do not shy away from letting students know serious topics such as sexual assault will be addressed.

Words and phrases that can be **GREAT** to use include: “A really Fun program on dating and intimacy”; “Hilarious look at dating, hooking up, and how everyone talks.”, and “How to Talk to the Other Person While Making It FUN.”

### ***THE RIGHT WEBSITE***

For all promotional purposes please share our website at: [www.CenterForRespect.com/k12](http://www.CenterForRespect.com/k12).

### **Talk it Up**

Word-of-Mouth is the **GREATEST** form of promotion and advertising. Build a true “buzz” around school about Mike’s program and you are likely to have students excited beforehand!

### **Materials: Table Tents, Boards, & Posters on School 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 at school to have them produce powerful materials for you. Go to the Art department and see if they have some students that would like to create the table tents for you (the art student could add this project to his/her portfolio). Make a few different campaigns that are funny or “catchy” so that students want to read them.

**Table Tents:** Fantastic locations to place table tents is on tables in all eating spaces, local restaurants, and in every “sitting area” around school. 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” every day to grab the attention of students. Use bright colored paper for your table tents (florescent yellow, orange, green ~ “grab’ the student’s attention). Change the color of the paper throughout the promotional campaign.

**Example:** 4 days before, have it say, “*Have You Heard Who is Coming to School on Thursday at 2:00 PM? You don’t want to miss it.*” 3 days before have it say, “*Only 3 days till the big event in the auditorium at 2pm. Are you ready?*” 2 days before have it say, “*SAFER Choices? Tomorrow at 2pm in the Theater.*” On the last day, create a fun and powerful statement to share around school!

**Posters:** Post posters everywhere possible including popular local places. We will provide you with 40 posters for your school. If you do not receive these posters within one month of your event, 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, ***Just Do It!*** If you want Mike to approve the posters to insure they are accurately depicting the program, e-mail him a “pdf” file of the poster to [mike@CenterForRespect.com](mailto:mike@CenterForRespect.com).

When creating your own posters, be sure to follow **RULE #1** on page one of this report.

### **I Want Candy**

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 at school. For great ideas, visit [www.orientaltrading.com](http://www.orientaltrading.com).

### **IN THE NEWS ~ School & Local Media**

Because intimacy and sexual issues are always important issues in schools, your regional and state media can find this program to be a great segment for the TV station, radio station, and/or newspaper. For your school TV station and radio station, Mike will be happy to conduct interviews after his program.

### **LOCAL MEDIA**

Because Mike tackles lots of important societal issues (sexual assault, date rape drugs, dating, respect, etc...), you can make this program a major news media event for your school. With a creative approach, you can draw your school lots of positive attention from local TV, radio, and print news sources. The best part? You are bringing very positive media attention to your community and so the administration should be extremely supportive of your efforts. If you would like, Mike will make himself available for local TV and radio interviews.

With Mike being a critically acclaimed author and the Founder of **The Center for Respect Inc.**, news outlets are frequently intrigued by initiatives his organization is launching (such as the “*Pledge for Action*” found in this packet) and by his unique approach to the issues in his books.

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 school (the press release would also promote your school bringing this educational message to the students). Mike will work to be as flexible as possible to meet the needs of your local and school TV stations, radio stations, and newspapers. ***You can find these PRESS RELEASES later in this packet – all done for you!***

### **Corporate Sponsorship**

Join forces with local companies and merchants to help fund the program. For donating funds to pay for the event, the company can have a banner on stage and have their name mentioned in all the marketing material. While this option helps your funding, the company will want to promote their involvement and thus, PROMOTE your event!!

### **Invite the Local Leaders**

Invite important school and community leaders including Chancellors, Deans, major alumni, businesspeople, local politicians, Superintendents and Principals of local school systems. Making a difference 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 with your school – which is always a positive for them and your school to have another resource available to students.

### ***THE MOST SUCCESSFUL IDEA ANY SCHOOL HAS EVER USED***

Without a doubt, the most successful promotional campaign we've seen is when schools have chosen to give 100 STUDENT LEADERS & TEACHERS the "Can I Kiss You?" T-shirts to wear around school days BEFORE the event AND the day of the event. By the time Mike starts speaking, the school is completely buzzing about what they are about to hear – which means their minds are open to new material. They are intrigued! How do the schools pay for this idea? They purchase the 100 PACK (an incredible package that gives your school T-shirts and/or books for **only \$10 per item for 100 or more**). To purchase this awesome promotional package, call us at (800) 329-9390.

### **Buttons and More Buttons**

Have your students wear buttons saying "*Can I Kiss You? Do You Ask?*" for the days prior to the program being presented. You can order these buttons directly from our offices at (800) 329-9390 for the low price of only \$15 for 40 buttons or 100 buttons for only \$35. View these buttons online at: [www.CenterForRespect.com](http://www.CenterForRespect.com).

### **WHAT IS YOUR SUCCESS?**

We always LOVE to hear each school's success stories. Please e-mail us at [hello@centerforrespect.com](mailto:hello@centerforrespect.com) to share your most successful practices in promoting the event.

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

### **For a Program to be Handed Out at Parent Events or for Staff/Faculty Training:**

For over a decade, The Center for Respect has been inspiring students through humor and a truly unique approach to healthier dating and communication. While presenting one of the "*cleanest*" shows, The Center for Respect holds nothing back. People of all genders, identities, backgrounds, sexual orientations, and diverse populations appreciate the sincerity and honesty. As an author, Hall of Fame speaker, and the Founder of The Center for Respect ([www.CenterForRespect.com](http://www.CenterForRespect.com)), Mike Domitrz works closely with students and schools across the country to produce national initiatives resulting in revolutionary change in America's approach to dating, respect, & intimacy.

You may have seen Mike quoted in major publications such as The Wall Street Journal or seen him as a featured expert on Dateline NBC's "My Kid Would Never Do That" series. By attending this evening's program with Mike, you will have fun learning essential strategies and skills for helping your child make safer choices around dating, intimacy, alcohol (and other drugs), porn, sexting, consent, and much more.

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

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As an author, Hall of Fame speaker, and the Founder of The Center for Respect ([www.CenterForRespect.com](http://www.CenterForRespect.com)), Mike Domitrz (award-winning author) works closely with students, parents, and educators across the country to produce national initiatives resulting in revolutionary change in America's approach to dating, respect, & intimacy.

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**SPECIAL MARKETING TIPS for the PROGRAM:  
“SAFER Choices for my Child in a Sexualized World”**

1. Work with Faith Groups & Institutions, Service Groups (Kiwanis, Rotary, Optimists, etc...)
  - a. Faith Institutions: A fantastic way to get a great turnout is to have several parishes, synagogues, and temples in the region make the presentation part of their faith education classes and/or requirements. Around the country, we have seen record turnouts when communities utilize this concept.
2. Work with Home & School Assoc from public AND private schools to get the word out. We would be happy do a reward incentive as a promotion such as "*Each Home & School Assoc (or PTA) that has at least 10 representatives sign in at the event will be given one copy of Mike's award-winning DVD 'HELP! My Teen Is Dating'*"
3. We will work with you to write Press Releases you can send out to all the local media. Tell them this event is being donated and is free. Ask them for sponsorship (cover the event, promote the event as a Community Program they are supporting, etc...). Mike is always happy to do interviews for the media (radio, TV, print, etc...). You'll see example Press Releases in this packet.
4. Announcements, announcements, announcements.
  - a. Community TV, Radio, School Board Meetings, School Announcements, Web Announcements for School Systems and Faith Institutions. Weekly bulletins for Faith Institutions. Have businesses throughout the community offer INCENTIVES for attending. Bring your ticket STAMPED from the event and receive \_\_\_\_\_% off the next day (or get a FREE \_\_\_\_\_ the next day).
5. Ask families to sign-up online. Create a simple sign-up form on your website (we can provide you the coding for the website). Doing so will give you an idea of how many families are planning on attending. Let people know the first 100 to sign-up will have their names put into a drawing to win \_\_\_\_\_ (an valuable PRIZE).

See if you can get a local business to donate a nice gift for the drawing (ideally get several local businesses to make donations).
6. What MORE can you think of?

## ULTIMATE WAY TO INCREASE PARENT ATTENDANCE

For the parent program, here is a really cool strategy we just learned about for greatly increasing attendance. To be most effective, you would want to do this for BOTH THE MIDDLE SCHOOLS & THE HIGH SCHOOLS (even if Mike is only speaking at one of the schools).

Here is the strategy:

1. Buy or order bulk amounts of invitations  
(a card which says "You're Invited" or "SPECIAL INVITATION").
2. You either have the inside of the card professionally printed OR you print mailing labels for the INSIDE of the card saying,

"You are invited to a SPECIAL EVENT at \_\_\_\_\_ (time) at \_\_\_\_\_  
(location). Bring this invitation to receive a special gift for attending the program titled "**SAFER Choices for my Child in a Sexualized World**" with internationally renowned author, Hall of Fame speaker, and expert, Mike Domitrz.

After attending, parents say, ***'I wish I had known this information even sooner. Mike's strategies and tips are common sense techniques no one ever tells us: simple conversations which have a dramatic impact on our kids and teens.'***

Don't Miss Out! Be There at \_\_\_\_\_ (or soon as you can get there).

THIS PROGRAM IS FOR PARENTS ONLY!

3. You print on the invitation's envelope:, "SPECIAL INVITATION. OPEN ASAP!!!" If you have the time, have students or staff hand write the names of each family's parents on the front of the invitation.
4. Distribute the invitations.

If you have the time, hand-written invitations are the most powerful. We understand this would require a small group of parents and/or students to work on this project. We didn't want you to miss out on a great way to positively impact your community on a much larger scale.

Another possible option is to have the students make hand-written invitations to their parents. Take 10 minutes out of a school day for such a project. Then have specially decorated envelopes for the invitations to go into (students can decorate).

Hope you find this helpful. Getting parents to attend programming is often a challenge and so we want to provide you every tool possible to help have the greatest impact!! We know the more parents get involved, the easier everyone's job at the school becomes.