



## ESSENTIAL MUST Dos for *“Can I Kiss You?”<sup>RM</sup> by Mike Domitrz*

Getting fantastic attendance at a campus event takes creative planning, getting departments/organizations involved, and having FUN! While some schools produce amazing promotional campaigns to bring fantastic attendance to their events, the majority of schools put a lot of hard work into attendance AND still struggle to get students to show up. The next few pages is to help you put your time and efforts into the avenues that have an incredible track record of producing phenomenal results for campuses bringing the *“Can I Kiss You?”* program to their students!!

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

### #1 RULE

If you want to draw more students to the program, you need the program to sound FUN and INTERESTING. The title *“Can I Kiss You?”<sup>RM</sup>* grabs students’ attention and gets them intrigued. Next, they will ask you, *“What is it all about?”* The answer you, your student leaders, and other educators provide can determine if students attend. Words and phrases that are GREAT to use include: “A really Fun program on dating and intimacy”; “Hilarious look at dating, hooking up, and how we talk – along with some thought-provoking serious conversations,” “How to Talk to the Person You Want,” and “The Secrets to Body Language and Playing the Dating Game.” The ultimate description that students LOVE is, *“It is a hilarious program that teaches you how to ask for what you want sexually or intimately – without having to play any of the games. And at the same time, shares some serious conversations.”*

### THE MOST SUCCESSFUL IDEA ANY CAMPUS HAS EVER USED

Without a doubt, the most successful promotional campaign to guarantee attendance on a campuses is the *“First 100 Students Get Free Shirts.”* Schools that have been putting this information on their materials are having incredible success with drawing great attendance to *“Can I Kiss You?”<sup>RM</sup>* Last year, several schools that utilized this special promotion had record turnout for a programming event. One school even raffled off more T-shirts and books from Mike at the conclusion of the event. The results? 1000 students packed the auditorium over 15 minutes BEFORE the program was scheduled to begin. By the time Mike started speaking, the auditorium was standing room only (including the balcony section). How do the schools pay for this idea? They purchase the 100 PACK from Mike Domitrz’s office (an incredible package that gives your campus T-shirts and/or books for **only \$10 per item for 100 or more**). To purchase this awesome promotional package, call Rita in Mike’s office at (800) 329-9390. REMEMBER YOU NEED TO PROMOTE the FREE SHIRTS to the FIRST 100 PEOPLE IN ATTENDANCE on EVERYTHING (including the posters, emails, etc...).

### THE RIGHT WEBSITE

**Ideally, do NOT promote our website.** Let the program be a surprise!! If you need a website, our url is <https://www.centerforrespect.com/universities/>.

**THE INTERNET ROCKS (USING YouTube, Instagram, SnapChat, TikTok, Facebook, and Twitter)!**

As you know, students LOVE the internet and social networking sites. Get creative with posting fun messages about the upcoming event!!

**CREATE YOUR OWN** custom video on YouTube by going around campus filming students who quickly talk about how EXCITED they are to see the “Can I Kiss You?” show!! Be sure to include some students who many others are likely to recognize! *If you create your own video, PLEASE SHARE IT WITH US!!*

**VIDEO TO INCREASE ATTENDANCE!!**

Below is a video you or a person on your campus can share to make the “*Can I Kiss You?*” promotions much more successful! You can play the video in your Student Union/Center, Campus TV Station, local cable access channel, and in your Residence Halls:

*Video Promoting COMING SOON – BE THERE:* <https://www.youtube.com/watch?v=3X9iwrLgLi0>

**Creating a MYSTERY CELEBRITY STATUS**

Over the years, Gustavus Adolphus College in Minnesota began marketing the “*Can I Kiss You?*”<sup>RM</sup> presentation by slowly building up a mystery celebrity status! Every week or 2 for the first few months, they would put up creative signs about “He’s Coming . . .” and similar statements. Then, the next month the signs might say, “Do You Know Who HE Is?” and the following month, the messages would end with “His name is Mike. Hmm? You won’t forget him and you definitely don’t want to miss him!” The results? They had a line going from the 3<sup>rd</sup> floor of the building to the 1<sup>st</sup> floor of students waiting for the doors to open. The room filled beyond capacity with students listening from outside the room. More and more campuses have turned to this approach and are having similar success.

**\*\*While the PR strategy of creating a “mysterious celebrity status” around Mike Domitrz is highly effective, Mike always gets a huge laugh out of it. When you work with him, you will understand that he is not a person focused on HIM. He loves the students and the message. In fact, he makes fun of himself throughout his presentation. Either way, this PR approach does work!!**

**Buttons and More Buttons**

Have your students wear buttons saying “*Can I Kiss You? Do You Ask?*” around campus for the days prior to the program being presented on your campus. In addition to the buttons you receive as part of the promotional packet, you can order more of 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)

**TEXT AWAY:** Have your students plan a Texting campaign for the 3-5 days approaching the event. Be creative in the planning. What time will everyone send a TEXT message out to everyone in their contacts? What will they say each day

**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” around campus about “*Can I Kiss You?*”<sup>RM</sup> and you are likely to have amazing attendance!

How do you create the “buzz”? Give brief presentations at campus student organization meetings to promote the program. Have a plan for how each organization can get involved in the program and how it will help their group. Make sure the person giving this presentation is truly passionate and excited about the program. 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.

**Examples:** Fraternities and Sororities can fulfill programming needs for their national organization standards. A marketing association in the business school can use this project for competition by helping promote the program. A theatre organization can learn from a performer who utilizes various performance concepts (Mike is known for his ability to incorporate interaction, story-telling, etc... into his “one person” show).

### **Organizations & Departments to Approach:**

- a) All student organizations on campus
- b) Student government & Faculty Senate/Government
- c) Peer Educators
- d) Campus Security
- e) Student Affairs
- f) First Year Experience (FYE)
- g) Health & Wellness Center
- h) Women’s Resource Centers
- i) Residence Life & Housing
- j) All Greek Life Council, organizations, and chapters.
- k) Athletic departments, teams, and organizations.
- l) Academic majors, including: Sociology, Anthropology, Psychology, Law, Women’s Studies, Journalism, Speech Courses, Theatre, Social Work, Education, and more.

### **Materials: Table Tents, Boards, & Posters on Campus 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 on campus 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. If you choose to create a “*Mystery Celebrity Status*”, these materials are great for promoting that concept. 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, campus restaurants, and in every “sitting area” on campus (*example:* University Center). 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 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 #1:** The most successful table tent campaign was also quite funny for Mike to see when he came to campus. The table tents were 3 sided (like a standing triangle). One side said, “The Man You Have Been Waiting For Is Coming Tonight at 7:00 PM in Wicker Hall.

Be Early For Your Chance to Meet Mike”; the next side said, “Guys Find Out What Mike Knows that You Are Going to Want to Know. Tonight at 7:00 PM in Wicker Hall” and then the third side said, “Can I Kiss You? Great question, right? Tonight at 7:00 PM in Wicker Hall.”

**Example #2:** 4 days before, have it say, “Have You Heard Who is Coming to Campus on Thursday at 7:00 PM? You don’t want to miss it.” 3 days before have it say, “Only 3 days till the big event in Wicker Hall at 7:00 PM. Are your ready?” 2 days before have it say, “Can I Kiss You? Tomorrow night at 7:00 PM in Wicker Hall” The last day, get them with a fun and powerful statement!



**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:** Hang posters everywhere possible including popular off-campus locations. We will provide you with 40 posters for your campus. If you do not receive these posters within 1 month of your event, call us toll-free at **(800) 329-9390** so 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 program, e-mail him a “pdf” file of the poster ([info@centerforrespect.com](mailto:info@centerforrespect.com)). When creating your own posters, be sure to follow **RULE #1** on page one of this packet.

**Tattoo’s:** Have you seen the “*Can I Kiss You?*”<sup>RM</sup> temporary tattoos? Students 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 to place an order or you can order them online at [www.CenterForRespect.com](http://www.CenterForRespect.com).



**Wristbands:** Keep the message going throughout the year by having your students wear sharp dark blue wristbands with white lettering saying “ASK FIRST” on the top of the wristband and “RESPECT THE ANSWER” on the bottom portion. Buy extra bundles of **500 wristbands for only \$227 each** (free shipping included).



**Banners:** Pick locations where large quantities of students 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). Many campuses will keep the announcement up as long as you date it properly. You can put this brief announcement on the board a few days in advance. The night before the event, go around campus 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 campus allows, use the sidewalks as huge billboards. Make colorful advertisements and catch phrases promoting the program on sidewalks throughout campus. Pick sideway locations entering high traffic walk areas.

### Giveaways

Schools have found that students love getting FREE STUFF! If you have campus clothing or local merchants that will donate gift certificates to the presentation, advertise that prizes will be given away at the program! If you get someone to donate a spectacular prize, mention the specific prize in all of your promotional materials. One campus had fantastic success with, “**FREE pizza party for the residence life floor that brings the most people to the event!**” ~ the pizza was donated by the campus food service company. Campuses 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 across campus 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 on campus. A perfect example is the picture on the right, which was done by McMaster University in Hamilton, ON in Canada.



### Silly Toys

One school purchased hundreds of plastic lip whistles. People were running around campus playing with these whistles that were handed out in popular locations throughout the campus. The sponsoring organization attached a little clear label (made on their computer) to the outside of the label that said, “*Can I Kiss You? Tonight at 7:00 PM XXX Hall.*” You could do the same or utilize another silly toy. At [www.orientaltrading.com](http://www.orientaltrading.com), you can get heart-shaped lollipops, the lip whistles, and even wax lips by simply doing a search for “lips.” For great ideas, visit [www.orientaltrading.com](http://www.orientaltrading.com)

### Extra Credit

Send a memo/ release/ announcement that is customized for each area of academic major on your campus and request for the professors to give extra credit for students attending the “*Can I Kiss You?*”<sup>TM</sup> presentation. Departments that are ideal include the following: Communications, Social Work, Counseling, Anthropology, Psychology, Law, Education, Women’s Studies, Gender Equity, and Nursing. **You can see the EXAMPLE on a later page in this download.** You can change the wording to fit your needs.

### IN THE NEWS ~ Campus Media

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

For the campus newspaper, you can get double coverage (an article before the event and then an article afterwards that discusses what the program covered and students’ reactions). For the preview article (telling people “*Can I Kiss You?*”<sup>RM</sup> is coming to campus), you can invite the campus paper to call Mike Domitrz for an interview or you can submit your own article – we can even provide you an example article. With our example article, you can feel free to use it and edit where necessary. By providing an article to the campus newspaper, you have more control over the content of the article – to insure it reflects the messages you want for this event.

### 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 program a major news media event for your campus. With a creative approach, you can draw your campus lots of attention from local TV, radio, and print news sources. The best part? You are bringing very positive media attention to your campus 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.

With Mike being a critically-acclaimed author, a Hall of Fame Speaker, and the Founder of **The Center for Respect, Inc**, news outlets are frequently intrigued by initiatives he is launching (such as the “*Pledge for Action*” agreements) and by his unique approach to the issues in his DVD for parents titled **Help! My Teen Is Dating**. The “*Pledge for Action*” is an agreement that college students sign with their friends to “do their best” to protect each other from dangerous situations involving nonconsensual sexual contact (example: they will do their best to intervene when someone is trying to take advantage of an intoxicated friend at a party).

A popular interview for local media is often to have Mike share “*Tips for How to Talk with Your Teen about Intimacy*.” 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 campus (the press release would also promote your campus bringing this educational message to the students). Mike will work to be as flexible as possible to meet the needs of your local and campus TV stations, radio stations, and newspapers.

### Invite the Local Leaders

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

**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 campus, just let him know. If he can make the schedule work, he is always happy to do so.

**WHAT IS YOUR SUCCESS?**

We always LOVE to hear each campus success stories. Please e-mail Rita (your ALLY on the phone) at [rita@centerforrespect.com](mailto:rita@centerforrespect.com) your most successful practices in promoting the event. If you create a unique concept that is not mentioned in this report and is a huge success, please let us know.

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**PR & MARKETING COUNTDOWN**

**TIMING IS EVERYTHING.** The earlier you get started marketing and promoting the event, the more “buzz” you will create around campus and the more likely you are to guarantee fantastic turnout. When campuses begin marketing 3-4 months ahead of time (as seen in the example with “Creating Mystery Celebrity Status” on page one of this report), the results are amazing!

**In the space below, create a well thought out timeline for your event promotions.**

By spacing all the plans out over 6 weeks (or more), see how many of the ideas in this report you can utilize and put into action. By creating and using a timeline, you will be much more effective in reaching students and/or the community. *For media, you should send them a notice around 2 weeks out and then the main press release 1 week out (followed by a reminder a few days before). For following up, phone calls are always the best!*

*6<sup>th</sup> Week Out*

*5<sup>th</sup> Week Out*

*4<sup>th</sup> Week Out*

*3<sup>rd</sup> Week Out*

*2<sup>nd</sup> Week Out*

*The Week of the “Can I Kiss You?” being presented on your campus*

***EXTRA CREDIT Request for Professors***  
***\*\*To be sent as an email AND as a printed letter\*\****

Dear Faculty and Staff:

On \_\_\_\_\_ (date) at \_\_\_\_\_ (time) in \_\_\_\_\_ (location), we are going to be hosting the powerful and challenging program for students, staff, and faculty titled “***Can I Kiss You?***” – many professors around the country provide Extra Credit for their students attending this one-of-a-kind lecture.

Presented by the Founder of The Center for Respect, Mike Domitrz (a critically-acclaimed author, expert, and Hall of Fame speaker), “***Can I Kiss You?***” takes an in-depth look at how our students are taught to FAIL at communicating and respecting one another. Other campuses have said the following departments all found the program extremely worthwhile for their course work and objectives:

Law  
Sociology  
Psychology  
Communications  
Theatre  
First Year Experience  
Social Work  
Literature  
Women’s Studies  
Athletics  
Education  
Journalism  
Speech  
Anthropology  
Nursing

We are happy to provide your students with sign-out sheets for each person in your class to sign as they leave at the conclusion of the program (signing out AFTER the program insures they attended the entire session). In addition, we would be honored to have you attend!

On many campuses, professors will make the “***Can I Kiss You?***” program a replacement of a class and thus make it mandatory. The option is completely up to you! Your support of your students attending this important educational program is greatly appreciated.

Sincerely,



**BIOGRAPHY OF MIKE DOMITRZ to utilize with promotions:****For a Program to be Handed Out at the Events:**

For over 15 years, The Center for Respect has been inspiring students through humor and a truly unique approach to healthier dating and communication. Males and females from all cultures, backgrounds, sexual orientations, and diverse populations appreciate the sincerity and honesty. As a critically-acclaimed author, a 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 campuses across the country to help produce national initiatives resulting in revolutionary change in America's approach to dating, respect, & intimacy. To help make a difference at the conclusion of today's program, purchase the powerful books and t-shirts from The Center for Respect. Everyone will love the shirts and you'll help spread a fantastic message!

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

For over 15 years, The Center for Respect has been inspiring students through humor and a truly unique approach to healthier dating and communication. In this live show, you will discover how to ask for what you want sexually or intimately - without having to play any of the games. A fun and revolutionary approach to insuring each person's boundaries are respected will be revealed. Nothing will be held back from you. Males and females from all cultures, backgrounds, sexual orientations, and diverse populations appreciate the sincerity and honesty.

As the Founder of The Center for Respect, a Hall of Fame speaker, and as the author of "Can I Kiss You?", Mike Domitrz works closely with students and campuses across the country to produce national initiatives resulting in everlasting change in America's approach to dating, respect, & intimacy.

**For presentations to athletes:**

For over 15 years, The Center for Respect has been inspiring athletes through humor and a truly unique approach to healthier dating and communication. While presenting one of the "*cleanest*" shows, nothing is held back in this provocative conversation. As an award-winning coach and former college athlete, your guest, Mike Domitrz, understands the expectations and the culture college athletes exist in today. In this high energy program, hard-hitting emotions and societal problems will be tackled – while everyone discovers the tools to fun and healthy intimacy.

### **PROGRAM DESCRIPTION FOR “TRAIN THE TRAINERS”**

The Center for Respect’s “Train the Trainers” session reveals a refreshing and powerful format to facilitating thought-provoking conversations on sensitive issues with students, especially sexual assault. A welcoming and positive atmosphere is fostered where each trainee discovers how to take a simple approach to tough questions from students -- including how to discuss "both sides" of students' 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 student programming.

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 campus and in your community.