



Campus Campaign Checklist

Please follow this checklist when planning registration events on your campus.

*DLI will provide documents and materials to assist your efforts throughout the campaign. They can be downloaded online [here](#).

Four Weeks before Launch

- Recruit volunteers and/or contact other student groups to help implement the 2010 DLI Campus Campaign.
- Meet with your team to brainstorm other unique ways to promote the DLI Campus Campaign.
- Set a registration goal for your school.
- Choose an event title or tagline that reflects your registration goal.
- [Contact](#) DLI and confirm that all of the above has been completed.

Three Weeks before Launch

- Suggest that students like the DLI [Facebook page](#) and follow the DLI [Twitter account](#).
- Secure date(s) and venue(s) to set up the DLI registration table during the campaign.
- Determine incentives to entice students to register. Contact DLI if you require assistance.
- [Contact](#) DLI and confirm that all of the above has been completed.

Two Weeks before Launch

- Working with DLI's campaign manager, reach out to campus media to publicize the DLI Campus Campaign.

- Create flyers or other materials promoting the campaign. Make sure all materials include the DLI URL.
- [Contact](#) DLI and confirm that all of the above has been completed.

One Week before Launch

- Meet with your team to discuss roles and responsibilities. Explain and practice talking points.
- [Contact](#) DLI and confirm that all of the above has been completed.

During the Campaign

- Send out the DLI Campus Campaign email to all student organizations and leaders you've made contact with. Encourage students to [register](#) online. (The easiest way!)
- Pass out stacks of registration cards to friends, other student groups and sororities/fraternities. Ask professors for three minutes to explain the Campaign and pass out registration cards at the beginning of classes.
- Pass out registration cards with a one-pager (DLI will provide) to RAs to distribute. Leave behind an envelope for residents to deposit their registration cards.
- [Contact](#) DLI and confirm that all of the above has been completed.
- Send campaign updates including registration totals, photos of events, and stories from students on campus. We will post your updates via Facebook, Twitter and the DLI blog to help your efforts!

After the Campaign

- Report registration numbers from the registration cards to the campaign manager.
- Working with DLI's campaign manager, reach out to campus media to publicize the success of the DLI Campus Campaign.
- Provide feedback to [Campaign Manager](#) about how the campaign went, including suggestions for next year.