



## **All Nations Brand Guide**

# Promotion Strategy



## Promoting to International Students

### Promote the following messaging to International Students

- Be expectant to be transformed
- Be in community and experience fun fellowship with other international students and experienced international ministers
- It's worth it (it's worth the money and time)
- Gain resources and teachings from other internationals
- Fulfill the calling God has on your life
- Share about the event (what it is and logistics)

### Potential Barriers

- Hesitant about being a leader with cultural barriers
- They don't think Chi Alpha is for them
- Being in a small group: not feeling welcomed and like they belong in that small group.
- Event - Finances, lack of personal invitation and trusting someone they are going with or invited by.

## Platforms to promote on

- **Social Media (wherever your international students are online)**
  - Instagram
  - Facebook (especially grad students)
- **Large groups**
  - Stay tuned for a video including an invitation from Sevo to your international students that you can play at your large group
- **Announce to student leaders and staff**
  - Share the vision, logistics and purpose of the event to American and international students leaders and staff
  - Designate a specific staff member and student leader to be the main advocates responsible for promoting.
- **Print Material**
  - Consider creating a personal invitation to give directly to your international students

# Colors



#450d43

#991a3b

#067b8a

#067248

#d14327

#e4a924

#5a5a5a

H e x   C o l o r   #

# Fonts

- Montserrat (various weights): esp titles, pull-outs
- Source Sans Pro: for large chunks
- Brownhill Script: for "by His Spirit"
- Frontage: for emphasis, only used very sparingly Squares and rectangles

