How to Produce Your Own College March

COLLEGE MARCH 1.0
For a basic or first-time College March, these fundamentals will ensure you succeed:

PLANNING & Logistics
1. Get staff buy-in early and assign roles to multiple team members to get the ball rolling.
2. Make sure every senior has college application materials to drop into a mailbox at the March.
3. Map out the March route and mail-drop location (post office, mailbox, or a dropbox you create).
4. Develop a timeline and locations for March supporters to fill in along the March route.
5. Ensure that students and staff wear school t-shirts and/or school colors.
6. Have a PA system (podium optional) at end of March route for congratulatory remarks.
7. Have a speaker prepared to speak at the podium.
8. Consider holding your event to align with the national College March.

COMMUNICATIONS & MARKETING
1. Create posters with college-bound messages for underclassmen to hold during March.
2. Wave college pennants if you have them.
3. Take photos of the March and post them to social media. Use hashtag #CollegeMarch and tag @nycoutwardbound in your posts so we can share them.

SPONSORS & PARTNERSHIPS
1. Invite parents, local businesses, local college admissions officers, and elected officials to attend.
2. Contact local businesses about sponsoring the March. Funding could be used for College March t-shirts/sweatshirts, professional signs, a celebratory meal for seniors, etc.

BUDGET
Enough to create dozens of homemade posters with encouraging college-bound messages.

COLLEGE MARCH 2.0
For a higher-profile College March, follow these extra steps:

PLANNING & Logistics
1. Ask your local post office to bring a mail truck to your school or to open their doors and lobby to arriving Marchers. Do this early – it takes time to get approval.
2. If you plan to march beyond your campus, get permits from local officials (i.e., police) to close down streets on your March route. Start process two to three months in advance.
3. Invite volunteers from local businesses, sponsors, or colleges to support the March. If they attend, designate a Volunteer Coordinator to welcome them and assign responsibilities.
4. If VIPs are attending, assign a school staff liaison to welcome and escort them.
5. If a sponsor/local business provides a celebratory meal for seniors, assign a staff member to coordinate catering (handling the food order and arrival, and a location for students and sponsors to eat and interact). If it’s a post-March meal, you will need to coordinate the meal set-up during the March.

COMMUNICATIONS & MARKETING
1. Draft press release and send to local media (download template at collegemarch.org).
2. Buy college pennants to wave during March.
3. Buy College March t-shirts/sweatshirts for seniors.
4. Buy College March banner for front of March.
5. Ask attendees to post photos on social media. Use hashtag #CollegeMarch and tag @nycoutwardbound so we can share them.
6. Recognize VIPs from the podium at end of March. Depending on number of VIPs and relationship, consider inviting them to speak.

SPONSORS & PARTNERSHIPS
1. Offer your sponsors the opportunity for their employees to volunteer and connect with seniors.
2. Ask a local business or sponsor to host a pre- or post-March celebratory meal for seniors.
3. Invite other schools in your region, your school network, or your building to join the March.

BUDGET
Approximately $6 per student for t-shirts (more if sweatshirts); $150 for poster supplies; $300 for a banner; $5 per college pennant at collegeflagsandbanners.com; $10 per person for catered lunch (costs vary based on location and school size).

For more information, visit collegemarch.org