



Guerrilla Marketing



1 Identity

“Identity is who you are,
not the image you are trying to portray!”



Teach North Texas

- Recognizable logo
- Standard purpose statement as a recruiting tool
- Name that reflects program goal
- Program credibility
- High visibility in campus programs
- Strong and identifiable faculty and staff

Identity



Talon Teach

- Snazzy name for student organization
- Mission statement and purpose statement
- Slogan
- Visible and recognizable student leaders

Join
TNT!!!



OR
ELSE!!!



2 Quality



1511 W. Mulberry St.



Teach North Texas

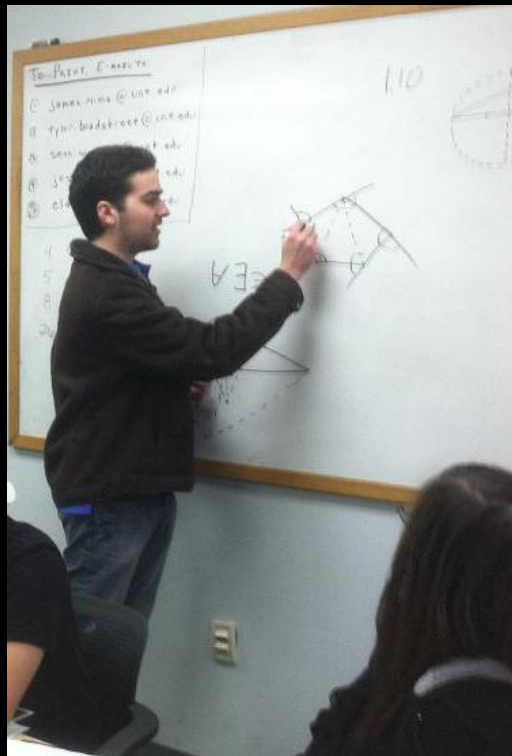
- Highly experienced Master Teachers who are knowledgeable in the most effective teaching practices
- Master Teachers and staff that are highly invested in student success
- Curriculum that reflects current classroom needs
- Academic support
- Access to materials necessary for effective teaching

Quality



Talon Teach

- Reliable and predictable calendar of events
- Variety of activities geared towards improving teaching skills
- Service to students in the program via two strategies—practice teaches and synergistic tutoring
- Personalized service to the needs of students
- Strengthen bonds between students and faculty
- Providing events that are specific to aspiring teachers





3

Involvement



Involvement



Teach North Texas

- FOOD
- Participation in Community Events- Homecoming
- Picnic
- Student Recognition Banquets
- Availability to help with academics
- Informational Programs- Mentor Match Meeting
- Group lunches

Talon Teach

- Mixer at the top of each semester after mentor match meeting
- Student designed and led workshops
- Fundraisers
- Master Teacher involvement
- Holiday party at students' homes
- Movie/ game nights
- Celebratory dinners
- Banner factory



4 Attitude

Enthusiasm originates in the brain,
but is conveyed by the heart.



Teach North Texas

- Highly committed and energetic faculty and staff
- Family attitude
- Smothering people with love, noise, and craziness
- Students are top priority
- Teamwork is key to accomplishing difficult tasks
- Service minded

Attitude



Talon Teach

- Highly committed and energetic student leaders
- Family attitude
- Understanding and closing the gap between the newer and older students
- Honoring and maximizing the talents of individuals in the program
- Inclusiveness
- Understanding and compassionate towards members as individuals

**Strategic action using
guerrilla marketing**



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Low-Cost Marketing Strategies



Word Of Mouth

- Networking
- Resource Fair
- Talking in Classrooms
- Professors talking about the program
- CAS Advisors
- Snatching people off the sidewalk

Electronic Marketing

- Email- Visual Marketing
- Facebook & Twitter
- Website- Solicit Testimonials

Partnerships

- Fusion Marketing Partners
- Publicity Contacts
- CAS Advisors

Marketing Materials

- Fliers
- Business Cards
- Brochures
- Signs & Posters

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