



How To Set Up A Campus or Youth Street Team

Setting up a street team can be an effective way to involve students and youth in your outreach (especially to their peers) and achieve your education goals.

So what is a street team?

A street team is a group of devoted fans, employees, or volunteers that want to help spread the word about a new product, group, or idea. Corporations and bands have used street teams for years. Street teams work for freebies like stickers, shirts, CDs, and to be put on guest lists for concerts, rallies and other special events.

What can a street team do?

- Blanket a city or campus with flyers, spreading the word about your program or event
- Give out samples and freebies to promote awareness
- Hand out initiative and program materials, newsletters, etc.
- Participate in petition-gathering campaigns

Getting started

- It's a good idea to first think about your goals and target audience. Then, create a sign-up form that includes your mission statement and philosophy. Remember to match your materials/pitch to your target audience.
- Invite young people who are already part of your organization to be involved. Recruit others by targeting your particular demographic (set up shop outside a store or venue where potential members gather). You can also set up an email list.
- Be selective. Remember - street team members are carrying your group's good name.
- Once you have street team members, set up your rules. Make it clear what you expect from them and what they can expect from you. Having a street team is like having employees – you don't want anyone misrepresenting your mission, program, or cause because you have not set clear boundaries.
- Also, remember that street team members are volunteers and deserve some perks for their time. Keep them happy by remembering their names, doing small special things for them, and treating them with respect.

For more information, visit www.mpoweryouth.org.