



CASA (*Center for Awareness, Service and Action*) increases awareness of the local and global community through expanding and enriching service learning opportunities. CASA promotes cultural awareness and social consciousness. We make a difference by providing outreach opportunities and making lasting connections between USD and the community. CASA believes in social justice and the promotion of basic human rights through education, service, and promoting inclusion. CASA is part of Associated Students, and is located in University Center 113.

CASA: Public Relations Tips

Word of Mouth

- Come up with a short description for CASA that explains what the center means to you, this will help create a genuine conversation about CASA
- Tell your friends, sorority/fraternity, classmates, co-workers, etc. about CASA using your own description and let them know about upcoming events
- Send reminder texts a day before a CASA event to those who expressed interest

Online Marketing

- Email events and service-learning opportunities to your listservs, it is usually best to send out announcements a week prior to an event
- Link to CASA from social networking sites, such as Facebook
- Add a link to CASA in your email signature

Distribute Materials

- Bring flyers to relevant meetings or events, if you have a meeting checklist add CASA materials to the list as a reminder
- Post flyers on community bulletin boards in the campus area
- Give flyers to people to distribute at events/meetings you can't attend