

How to Start a Pro-Life Publication (Part 2)

Defend Life on your campus.

4. Fundraise (continued) Also be sure to take advantage of any resources that your school has available, such as student government funding. You may need to become a recognized student group to do this. Make sure you know your school's funding and non-discrimination policies, in case you have problems getting equal funding with other publications. Find out where the other campus publications get their funding and which printing company offers the best rates.

5. Produce your publication. As you raise the necessary funds, you can produce your first issue. Develop a schedule for when different stories need to be completed. For example if the pro-life club organizes a controversial event, make sure that at least one staff writer and photographer can cover the event. It can sometimes take a few weeks for writers to get all of the necessary interviews for an article, so give your staff as much notice as possible. Each component of the issue will have to be reviewed by the editors before the printer's deadline, so keeping deadlines

is critical. Make sure that your entire staff follows your set deadlines and track story progress in an Excel spreadsheet.

6. Distribute the issues. Choose places that receive a fair amount of pedestrian traffic, especially next to the other campus publications. Distributing by hand is especially effective. If you have publication distribution centers outside, be sure to get magazine or newspaper racks—otherwise your issues will be ruined when it rains. Put your publication in your school's student centers, women's center, and health clinic if at all possible. You can also put issues in faculty and student mailboxes. Once again, review your school's non-discrimination and equal access policies to know what you are legally able to do.

Distribute your publication in several different areas of campus, and don't put all of your issues out at once. Vandalism and publication theft do occur. Keep track of which distribution centers are most popular and look at how many copies of your publication have been taken. You can leave more issues there in the future. Be sure to pick up any back issues of your publication when you distribute each new issue, you can mail them to your donors or give them out in your community.

