PROMOTIONAL STRATEGIES:

1. Get in touch with all interested IOU students who are willing to help you in promotions as bigger the team better the promotions.

2. Once you have formed a team with the volunteers assign them task accordingly as per student committee policy. ( I am attaching the student committee structure for your reference.)  
eg: printing team, distributions team, creative team, on ground promotions team, online promotions team etc.

3. Connect to one reliable Islamic center of your country/city/region which can help you sponsor or organise your events. As islamic centers are visited by vast majority of muslims for different reasons. Once you are connected to a reliable center you will get the people trust you better for the activities.

4. Have fund raising events once in 2-3 months which can help you raise money for printing IOU materials which can be distributed to different areas by volunteers residing in different regions. (But please make sure any fund raising events MUST be approved my IOU higher management authorities)

5. Please keep alert for any Islamic events taking place in the city and connect with the organizers for IOU promotions in their event.

6. Personally connecting with families and friends and promoting within the known circles are also extremely effective.

7. Distributions of IOU pamphlets and flyers in mosques, islamic centers and musim majority area in your city/region.

8. Having a team for guiding the interested students completely from admissions till payment of the fees.

These are some major points which can help you get started apart from this i am attaching an official guidelines doc for your reference.

JazakAllah khair   
Wasslam