

Plan an Event

All campuses are asked to host awareness and fundraising events during the year to support the efforts of the HERO Campaign College Program. When brainstorming, reference the HERO Campaign College Program Website, this Guidebook, and online forums to see what other campuses have planned. Fundraising Events help the HERO Campaign College Program grow and work with colleges around the country. Please host at least one fundraising event each semester.

Proven & Suggested Events

Level 1 Events - Fund Raising and Awareness Requires 1-2 weeks of planning and has the potential to raise \$250-\$500.

- Host a HERO Table at on-campus events and do giveaways to those who pledge to be designated drivers: *(Set up a donation jar or partner for part of the admission fee. Sell Wristbands and T-Shirts)*
 - ◆ Open Mic Night ◆ Comedy Club Nights ◆ Student Band Nights ◆ Movie Nights
- Host a HERO Booth at Sporting events – sign up fans to be Designated Drivers for their friends & families. *(Set up a donation jar and sell HERO T-shirts and Wristbands)*
- Bake Sale • Coin Drop • Pin Up Program • Have HERO at student activities fair. *(Set up a donation jar)*
- Host a HERO night a local bar – give away stickers, pick a pal cards, cab vouchers, and have Designated Drivers get free sodas. *(Set up a donation jar and sell HERO T-shirts and Wristbands)*
- Sticker Campaign – Ask local liquor stores to sponsor a day when HERO Campaign car stickers are given to patrons. *(Set up a donation jar and sell HERO Wristbands)*

Level 2 Events - Fund Raising and Awareness Requires 3-6 weeks of planning and has the potential to raise \$750-\$1,500.

- Dance for Designated Drivers – Zumbathon • Faculty vs. student basketball game • Nerfball Tournament
- Ultimate Frisbee Tournament • Create a team for a local HERO Walk – visit theherowalk.org for details

Level 3 Events - Fund Raising and Awareness Requires 3-4 months of planning and has the potential to raise more than \$2,000.

- Battle of the Bands/Concert
- Walk/ Run with Student and Community Teams.
- Physical Challenge events like obstacle courses and mud runs



Drexel University Volleyball-A-Thon.

HERO Events - Awareness and Educational

- Present HERO at Freshmen Orientation • Present HERO to each freshmen seminar class
- Give HERO Welcome Bags to incoming freshmen *(Can be purchased for \$1. Log onto beaherocollege.org to learn how to order)*
- Host a Kick-off event inviting prominent student groups *(Student Government, Geek life, Peer educators)*
- Designated Driver HERO of the Year Contest *(Details on Page 10)*
- Team up with local cab company to provide cab vouchers or discount cards for students.
- Reach out to local bars and taverns to be HERO supporters
- HERO Game Day – intramural sports with student teams
- Send birthday postcards to students turning 21, reminding them to have a Happy Birthday & a Designated Driver!

We are open to new ideas too! Submit new ideas to your HERO Campaign Contact.