

Sample Academic Calendar List of Events

Sample Timeline – The HERO Campaign College Program

JULY & AUGUST

- Include HERO Campaign brochure and decal in Freshmen Orientation packets
- Include HERO Campaign in new Residence Advisor and Peer Educator Training September
- 1st year students receive a HERO Welcome bag (*brochure, decal, & wristband*) on their bed during move-in
- Short Presentation to all Freshmen Seminar Classes – Introduce the HERO Campaign, invite students to sign up for the club emails to attend meetings, and all receive a HERO car sticker
- Have a table at the Involvement Fair (*Activities Fair*)
- Have a table at the first open mic night – give away HERO t-shirt. (*Mic nights occur once a month and there is a HERO Table at each one*)

OCTOBER & NOVEMBER

- HERO & Fire Safety Day: Sponsored with various campus groups (*Residential Life, Greek Life, Student Government*). Have fatal vision goggles that students wear while driving a golf cart through a course. Have carnival & fair type games as well.
- Homecoming: Become a sponsor for homecoming and have HERO Logo on the homecoming t-shirt that all students receive. Setup a table that serves non-alcoholic beverages and sell HERO wristbands.

DECEMBER

- Host “Dance for Designated Drivers” Zumba Class – giant Zumba class in the gym \$5 to participate.
- Get addresses for anyone turning 21 the upcoming year. Create Birthday postcards wishing them Happy Birthday and a safe celebration including a Designated Driver.

JANUARY

- Host tables at various Winter & Spring sporting events having fans pledge to be Designated Drivers

FEBRUARY & MARCH

- Elect New Executive board members and have them shadow current members
- Host a table at “Project Pride” (*Substance abuse event*) • Bake Sale

APRIL & MAY

- HERO Festival (*fundraiser*) – food, live music, and non-alcoholic drinks for all that attend.
- Include HERO in Senior Week information



To Learn more: www.beaherocollege.org • 609.626.3880 • college@herocampaign.org