

Involving Stakeholders and Creating Partnerships

Ninety percent of the effort for NCAAW will no doubt come from you. However, the more support you generate and the more allies you find, the better chance you have of creating real, sustainable campus and community change.

A simple but necessary step needed for many of our stakeholders is a brief, but comprehensive look at the issue. Many people are not aware of the cost—physically, financially and emotionally—that alcohol abuse causes on campus. Send a brief update to all your stakeholders, perhaps highlighting the report issued by the NIAAA.

At the same time, it is equally important to let people know that the majority of students are not engaging in abusive behavior. One of the goals of the iChoose Campaign is to remind people that most students are making healthy decisions. Use your own campus data to inform your stakeholders about the positive norms on your campus. By promoting the healthy norms of the majority of students, your group can avoid planning scare tactic programs that might get attention but have no effect on behavior change.

It is especially important that you take the time to inform the following allies:

- Student Government/Class Officers
- Athletic Coaches/Captains/Intramural and Club Teams
- Interested Faculty
- Parent Groups
- Campus Activities
- Campus Judicial Offices
- Fraternities and Sororities
- Residence Life Staff
- Campus Police and Safety
- Health Education, Health Centers and Counseling Centers

Invite Offices to Order Educational Materials

If there are various departments and offices on campus that have health education materials available to students, you might offer these places a chance to make available alcohol abuse prevention materials. Some offices and departments that may wish to participate and distribute information include:

- Health Center
- Wellness Office
- Residence Life Office
- Recreation Services
- Counseling Center
- Athletic Offices

From your iChoose Campaign kit, make copies of the NCAAW items in the BACCHUS Order Form. Inquire about the possibility of some of these groups purchasing materials so they can further add to the campus prevention programming. You might recommend that each of these groups use the materials in the following ways:

- Have pamphlets available for students
- Display posters in their offices or building
- Have some of the iChoose promotional items available for students
- Sponsor an information table or trivia game in the student center

Invite Stakeholders to Write an Article or Letter to the Campus Newspaper

Although we hope there is some national attention given to NCAAW in October, nothing hits home more than a local article or opinion piece written in a publication that all students receive and read. Invite one of your stakeholders to write an article about the current toll alcohol abuse is taking in the U.S. or on your campus, as well as highlighting the need to support the healthy choices of the majority. Another idea is to get a stakeholder to write a Letter to the Editor detailing why he or she believes that the campus needs to focus on alcohol abuse and impaired driving prevention. Not only will this help highlight the efforts you are undertaking for NCAAW, it also helps when someone outside your group makes the case that alcohol abuse and impaired driving prevention is both a campus and community issue.

There is a sample press release located on the BACCHUS website bacchusnetwork.org/press-room.asp

Recruiting Key Players

The key to success in your NCAAW program is to involve students in the process from the beginning. Not only can students be valuable as committee members, they are also closest to your audience, providing creativity and programming insights that administrators might be less likely to develop on their own. Remember, peer-to-peer influence is the most effective education tool! Generating student ownership in the planning of your NCAAW program will help guarantee acceptance and participation. The more visible a role your students play, the more likely it is that other students will want to become involved. Make sure all of your targeted groups are represented on your committee or task force. NCAAW is an opportunity to gain interest and respect for campus based prevention programs. It is important to use these special weeks to build the base for year-round efforts. Many campuses have used NCAAW to recruit peer educators.

Identifying and recruiting key players serves several purposes. It is simple human nature for people to take ownership in those things they help create. If you want to build participation and support for NCAAW, then it is important that you find allies across campus. Although the players will vary depending on the size and type of campus, NCAAW planning committees often consist of student and/or staff representatives from multiple offices on campus.

Information about how to work with faculty, staff and the surrounding community is available at bacchusnetwork.org/gaining-support.asp

Fundraising

Fundraising is an issue that every peer education group faces. In order to secure the programs you want, purchase awareness table give-aways, advertise, and sponsor events, there has to be adequate money. Funding can come from a variety of sources including local campus resources and grants. This section is dedicated to helping you gain the funding you need for successful current and future programming!

Organizing the Search for Revenue

Raising funds for your alcohol awareness week programs is not the insurmountable task that it may at first appear. It just takes planning, organization, and follow-through. Preventing abuse of alcohol and other drugs is a top priority and a great cause for campuses and communities. Your role is to tap into that concern, come up with a great plan and budget, and identify potential funding sources both on campus and in the community. Be sure you understand your campus' rules about fundraising before you start.

Planning and Budgeting

Before you can go out and find funds for your programs, you will need to know how much funding you will need. Generally, it is more effective and easier to raise money for a concrete, rather than an abstract, idea. If you have clearly identified what you want to accomplish, how you intend to do it, and what it will cost, potential donors and sponsors will be more receptive.

Write out your events and price them by project. Some items will have a fairly simple price tag: if you want to bring in a speaker, find out their fee. If you want to have a dance, know how much the band or DJ will cost. But do not forget to add up the "little things" as well. What will your printing budget be? Do you want to take ads out in the campus or community newspaper? Once you have your master list, you can go out and begin soliciting funds.

The Fundraising Process

The keys to fundraising success are many and varied, but the key to fundraising failure is pretty simple: not being prepared. You cannot go to an organization or business and say "can we have some money?" without having some items in writing and having what you want to say rehearsed and ready. Here are some things to keep in mind:

- Have in writing a short one or two page document that explains who your group is, what NCAAW is, and what you have done in the past. This demonstrates that you are an organization that makes good use of any money you are given.
- Ask for a specific dollar amount. You can ask for a general figure such as \$500 (of course, be willing to take any donations), or a more definitive amount to fund a specific event or project. It is wise to have this in writing as well.
- Be able to leave a document that has your contact information. It is likely that people who are in a position to help you out financially will need some time to think about their decision. Leave them with a packet. If they do not get back to you in a week, follow up with a polite phone call.

Thank them for their time, regardless of the outcome.

Campus Resources

Long before you start writing grant proposals or approaching local businesses, you should begin on your own campus. Remember that alcohol abuse and impaired driving prevention and education are core parts of your college or university's mission: almost every aspect of your campus has a vested interest in reducing the harm caused by irresponsible alcohol use. Start with the campus health departments, such as your Counseling Center or Health and Wellness Office. Ask if

they will contribute to your awareness week. They may not be able to directly contribute finances, but may be able to furnish supplies, facilitate an information table, or even obtain guest speakers.

Then go to campus departments such as Residence Life, Public Safety, and Greek Affairs. These organizations directly interact with the student body on a daily basis and have a strong interest in your goals and message. Approach some of the campus organizations that support events that are in the best interest of your college or university.

Possible Sources of Campus Funding or "In-Kind" Donations:

- President's, Vice-President's, Chancellor's or Dean's contingency funds
- Student Government
- Community Relations Office
- Alumni Foundation Programming Board
- Athletic Department
- Athletic Boosters (Alumni Club)
- Parents' Council
- Residence Life
- Residence Hall Associations
- Interfraternity and Panhellenic Councils
- Individual Fraternities and Sororities
- Professional Fraternities and Sororities
- Graduate Student Organizations
- Religious Student Organizations
- Minority or Multicultural Affairs Offices
- Disabled Student Services
- Counseling Services
- Student Union Discretionary Funds
- Campus Dining Services
- Unrestricted Contributions Funds
- Speakers Bureau or Special Events Funds

With all the potential on-campus organizations at your disposal, you should be able to raise a considerable amount of money for your NCAAW efforts. If campus funds are not enough, it is time to start looking off campus.

Ways to Attract an Audience

1. Send personal invitations to people using campus mail or email. Target important groups and individuals who you want to attend. If you have time, you should follow up with a phone call. Maybe ask these VIPs to perform some task at the event, like introducing speakers or events, or helping out at an information table.
2. Make personal presentations at group meetings and ask for support. This works great at fraternities and sororities, RA staff and student government meetings. This also gives people a chance to ask questions. Make sure the people presenting the meeting announcements are dynamic and well spoken. It also helps to bring giveaways to these meetings, such as pens or cups.
3. Ask the local pizza or sub delivery shop to act as a sponsor. Tape your event advertising, including health and safety messages, to each delivery box that goes out during NCAAW.
4. Ask professors to give extra credit to students who attend events. Two extra points on a midterm could certainly bring some students out to hear a speaker!
5. Give incentives and rewards to those committee members who can bring five friends to any event! Do the same for RAs, fraternity and sorority pledge educators, and so on.
6. Involve residence life. See if RAs can get programming credits for bringing their floor members to your events.
7. Use table tents in campus dining areas to advertise your events. Be sure to get the proper approval first, however!
8. Always have a specific campus group as the headline sponsor of a particular event. This always helps to boost attendance. Make sure their membership has a lot to do at the event as well!
9. Use social networking sites to advertise your programs.

More marketing tips are available at bacchusnetwork.org/positive-image.asp