

Program Ideas Bank (PIB)

Contact Information

Name: Date:

Email:

Name:

University:

SAA Pillar: Advocacy Education Fundraising Humanitarian Social Other

Activity Name:

Activity Purpose:

This event can be used to raise awareness for fundraising and humanitarian efforts by a local SAA Chapter. Short interviews of current students should be recorded and posted to the local SAA Facebook page. The interviews may include why they chose to participate in the event, why they want to raise money for the specific cause, etc. Fundraising efforts may be more successful if personalized videos are implemented.

Activity Description:

Our SAA set a goal to double the amount we raised for Walk4Hearing from the previous year. We decided to use our SAA Facebook page to post minute long videos interviewing three of our current students from different years and backgrounds, asking them why they chose to participate in the Walk4Hearing, and raise money for this cause. We found that through posting personalized social media content, that we were better able to promote both discussion and awareness, motivating our SAA members and those viewing our page to raise funds for this cause.

Dates: How Far In Advance Did You Prepare:

Recommended # of Participants: Activity Location:

Important Contacts or Resources:

Tips:

In addition to the personalized video posts, it's important to post updates every few days of how much money your group has raised to keep the excitement up. Every post we created for the Walk4Hearing had a link to our fundraising page, as well as reminders of when the event would take place. It's also great to make sure you interview people who have different experiences and perspectives, as that will enhance the quality of your group's personalized content!

This page is optional, and should be used to keep track of all costs associated with the activity. However, if the activity does not have any associated costs, then this page is unnecessary.

Estimated Cost Breakdown

Use this chart as an easy way to breakdown the total cost of the items needed for the activity.

Item	Purpose	Cost
Example: Poster Boards	To advertise the event around campus	\$5.00 - \$10.00
		Total: \$0

For more information please contact the [SAA Chapter and Member Relations Committee Chair](#).