



The Max Gruver Foundation | Alpha Delta Pi

#STOPTHEHAZING

Marketing Guide for National Hazing Prevention Week
September 25th - 29th, 2023

About the Campaign

#StopTheHazing #FlyHighMax

In 2017, Alpha Delta Pi sister Rae Ann Gruver and her husband Steve lost their son to a hazing incident at Louisiana State University. Since Max's death, Steve and Rae Ann have traveled across the country sharing Max's story. This year, Alpha Delta Pi, the Alpha Delta Pi Foundation, and the Max Gruver Foundation partner for our annual Stop the Hazing campaign.

We thank the Alpha Delta Pi Foundation and the Max Gruver Foundation for their continued support.

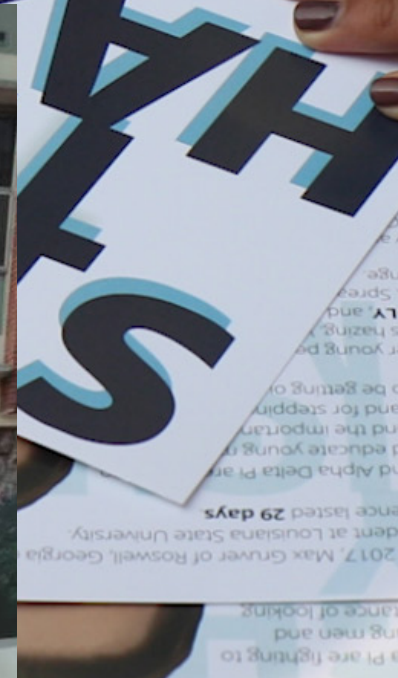
Marketing Do's and Don't's

Do:

- Mirror @alphadeltpi's posts and language on Instagram each day
- Post and share given pledge graphics on Instagram stories
- Take plenty of pictures throughout the week and tag @alphadeltpi
- Find other great ways to promote #StopTheHazing around campus such as painting a banner, tabling (see guide), and printing pledge cards and/or posters
- Adhere to Alpha Delta Pi's brand standards in any post/material creation

Don't:

- Use the phrase "These Hands Don't Haze" (Hazing is much more than physical abuse, and we want to break away from this idea this year.)
- Post images or captions that are not appropriate and respectful towards our efforts
- Let the week go by without doing anything for Stop the Hazing (We do not expect you to engage in every way, but this is an important effort that we as Alpha Delta Pi stand for and support together.)



Additional Information

Follow:

Fly High Max @flyhighmax

Alpha Delta Pi @alphadeltapi

Use the hashtags #FlyHighMax
#StopTheHazing

Visit www.maxgruverfoundation.com for more ways you can take action against hazing.

Questions about the campaign?

Contact **Shannon Hicks**, Education and Programs Specialist, at shicks@alphadeltapi.com.

Questions about the marketing and social media?

Contact **Julia Kershner**, Marketing Coordinator, at jkershner@alphadeltapi.com.

