

STOP THE HAZING

MARKETING CAMPAIGN
FRAMEWORK & GUIDE

STOP THE HAZING

What is Stop the Hazing?

In September 2017, Alpha Delta Pi sister Rae Ann Gruver, Zeta Nu-Clemson, 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, and in fall of 2018, Alpha Delta Pi partnered with [the Max Gruver Foundation](#) to help spread awareness of the dangers of hazing. Alpha Delta Pi, the Alpha Delta Pi Foundation, and the Max Gruver Foundation continue to partner each year for our annual Stop the Hazing campaign.

During National Hazing Prevention Week (NHPW) and the month of September, chapters are encouraged to share Max's story and spread awareness on their college campuses virtually and/or in person. NHPW is an opportunity for campuses, schools, communities, organizations, and individuals to come together and talk about hazing, raise awareness about the implications, educate others, and promote the prevention of hazing. This week falls on the last full week of September each year.

Alpha Delta Pi Executive Office will provide educational content through their social media platforms throughout NHPW for chapters to learn, model, and share with their own campuses. This content and the other provided resources for hazing education are a great place to start on educating yourself and your chapter to then share this messaging with your campus in the most appropriate and effective ways.

Stop the Hazing is one of Alpha Delta Pi's main marketing campaigns that each and every chapter should engage in to some extent online and in person. If your campus brings in speakers, great! If your campus likes to table, great! If your campus simply has a place that organizations hang flyer, great! There are many ways to get involved both in person as well as social media throughout September.



Campaign Objectives

1. Spread awareness of the reality and impact of hazing and increase education for prevention
2. Engage in conversations on your campus on how to work together to end hazing
3. Be a resource and positive example online and in person for the importance of hazing prevention and awareness as an individual and as a chapter

The Do's and Don't's in Marketing this Campaign

DO

- Mirror @alphadeltpi's posts and language on social media each day throughout NHPW
- Post and share chapter sisters participating and use the given pledge graphics on stories
- Take plenty of pictures and videos throughout the week, use the #StopTheHazing and tag @alphadeltpi
- Find other great ways to promote #StopTheHazing around campus such as painting a banner, tabling, printing pledge cards and/or posters, and attending seminars offered by your school
- 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.
- 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.

WAYS TO BE INVOLVED

HOW TO SPREAD THE MESSAGE
FOR AND WITH YOUR CHAPTER

**STOP
THE
HAZING**

How to Raise Awareness

FOR INDIVIDUALS

- Engage with your chapter's plan on the Stop the Hazing campaign. Share the virtual pledge card, postcards, and stickers on your Instagram stories and encourage others to do the same.
- Reflect on what you know about hazing. Use this as a way to find out issues you want to learn more about.
 - o What harm have you seen hazing cause?
 - o What are ways you have seen intervention and change happen to address hazing?
 - o What is your campus hazing policy? State law? Was that information easily accessible?
- Find information about state laws regarding hazing: <https://stophazing.org/policy/state-laws/>
- Find your elected officials to tell them why anti-hazing legislation is important to you: <https://www.usa.gov/elected-officials>

FOR CHAPTERS

- Create a tabling event on your campus.
- Share the virtual pledge card on your chapter's Instagram account or print the physical pledge card for people to sign.
- Chapter meeting ideas
 - o Spend 15-20 minutes talking about the campaign, Max's story, how hazing concerns can be reported on campus, talk about state laws regarding hazing.
 - o Have a chapter discussion about hazing on campus.
 - What are ways hazing shows up?
 - How could we be involved in hazing culture without realizing it?
 - How can we talk about it, and destigmatize hazing culture?
- Invite a campus partner from Student Conduct, Fraternity/Sorority Life Office, and or Dean of Students to join your chapter meeting to talk about hazing prevention on campus.
- Encourage individual members to identify one actionable step they want to take to stop hazing. Ask them to share their commitment with a sister. Also, encourage sisters to be involved with the campaign through sharing social media graphics, signing up for shifts to table, etc.
- If your chapter paints banners, create and hang a banner during NHPW.

TABLING GUIDE

IDEAS FOR HOSTING A GREAT
STOP THE HAZING TABLE

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Gather the Information

DISCUSS AT A CHAPTER MEETING

- Decide your plan for the tabling event, National Hazing Prevention Week, social media plan, and member engagement.
- Discuss why the Stop the Hazing Campaign is important to your chapter.
 - o Share Max Gruver's Story via the video in the [STH Toolkit on Pride Online](#)
 - o Why is anti-hazing important to you?
 - o Campus Reporting Methods

LOCAL ANTI-HAZING INFORMATION

Customize any of the information involved in your campaign to include your local policies and laws around hazing to make them relevant and applicable to your campus & chapter! These should also be filled in on the provided postcards.

- Campus Anti-Hazing Policy:
- State Laws:
- Campus Reporting Methods:
- Additional important information to share:

LOCATE YOUR MATERIALS

Executive Office is sending you Stop the Hazing stickers and postcards to use for tabling and with peers across your campus. These will guide your conversations and provide a visual for promoting this campaign. Locate these materials in early September and use them, along with any other desired supplies, to build your table. Contact Alpha Delta Pi Executive Office if you don't receive your materials by NHPW.



Creating an Awareness Tabling Event

PLANNING YOUR TABLING EVENT

- Organize the logistics.
 - o All members should be aware of your “why” and those members who will be at your table should be able to engage with those who stop by the table for more information.
 - o Collaborate with another organization, council, or student organization. The larger the reach, the larger the impact. Is your campus already doing something for NHPW? Ask if you can contribute to the agenda!
 - o Post a teaser on your social media, naming the date, time, location of your tabling event.
 - o Reach out to other campus organizations (Greek life office, campus health, student conduct, etc.) to see if they have any materials they would like to distribute.
 - o Access the [STH Toolkit on Pride Online](#) under Resources > Marketing and Branding > Marketing Campaigns
- Tabling materials checklist
 - o Check the mail! Executive Office is sending you Stop the Hazing stickers and postcards for your tabling event.
 - o Alpha Delta Pi tablecloth, banner, or tent
 - o Printed pledge cards (don’t forget markers or pens for signing)
 - o Printed the poster (optional)
 - o Pick an interactive tabling activity such as signing the pledge, setting up a quiz, or sharing ways to stop hazing.

WHAT TO AVOID

- Turning your awareness campaign into a gimmick
 - o Relying on puns or silly language takes away from the educational cause. Hazing is a traumatic and life-altering experience some members of your campus community or social media following have encountered. This should not be taken lightly.
 - Ex: DONUT haze, Hazing is NUTS, general pledge “these hands don’t haze” without intentionality or education
- Hosting passive tabling activities
 - o Give your members the opportunity to engage with your campus community. Use this as an opportunity to show what you are passionate about, spread awareness, and showcase your commitment to advocacy and education.

- Having only sisters engaging in your resources at your table
 - o Don't let this be a stopping point for only ADPi members during your event. Remember why you are doing this: to educate your campus community. ADPi members should be aware already of the content of the campaign due to the coverage at a chapter meeting or an email!

DAY OF TABLING

- Engage with students, faculty, and staff who walk by. Be sure to position yourself in front of the table, if you are able, to promote engagement!
 - o Interactive components are the best way to get others engaged, once they engage in your activity, be sure to hand out those stickers and postcards from Executive Office!
- Encourage chapter members to stop by the table, tell them to bring friends from other campus organizations, classes, etc..
- Track who stopped by (whiteboard tally, keep track of pledge cards signed, etc.).
- Don't forget to share pictures to your social media about the campaign, tag @alphadeltapi, and use the #StopTheHazing!

INTERACTIVE ACTIVITY SUGGESTIONS

Choose an activity you think would engage members of your campus community! Below are two suggestions that have worked for chapters.

- Sign Stop the Hazing pledge cards and display them.
 - o Contact campus administration or FSA if you want to display a banner or pledge cards on campus in areas that might require reservations or approval to post.
 - o Create large banner for collective pledge to condone and stop hazing.
- Create a white board/banner/sign to write ideas, sign, and display.
 - o This activity could add to your social media awareness component. Have participants fill out whiteboards to customize answers on prompted signs, and post pictures of the participants with what they have written. This will help bring awareness against hazing and give the opportunity to idea share positive examples of group bonding activities.
 - I build brotherhood/sisterhood/siblinghood by:
 - I don't haze because I....
 - I will stop hazing by...

Pro Tip: Follow other ADPi chapters to gather more creative ideas on how to promote this campaign on campus and on social media.

RESOURCES

For any further campaign questions, please contact Julia Kershner,
Assistant Director of Marketing and Design,
at jkershner@alphadeltapi.com.

For educational or content guidance, please contact Lily Barwick,
Assistant Director of Leadership and Training,
at lbarwick@alphadeltapi.com.

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Hazing Prevention Resources

- HazingPrevention.org
 - o The Hazing Prevention Network provides many educational webinars throughout the month of September for anyone to join! Each session brings together experts and practitioners who share real-world strategies, campus success stories, and proven approaches to creating safer, more inclusive communities. Whether you're a campus professional, student leader, coach, or advisor, these webinars will help you prepare for a meaningful and impactful NHPW.
- StopHazing.org: States with Anti-Hazing Laws
- StopHazing.org: Hazing Prevention Policy
- [Learn about Stop Campus Hazing Act: Stop Campus Hazing Act H.R.5646](https://StopHazing.org)

Report Hazing

Anyone concerned about hazing can report it by calling the Anti-Hazing Hotline at (888) 668-4293 or (888) NOT-HAZE. Each of your campuses also have avenues where you can report concerns. If anyone is in immediate danger, please call 911.

#StoptheHazing

Together with the Gruvers, Alpha Delta Pi members can and should advocate to #StoptheHazing culture in our society. We thank the Alpha Delta Pi Foundation and the Max Gruver Foundation for their continued support of this campaign.

