



## SPREAD THE WORD: INCLUSION

### OVERVIEW

Spread the Word: Inclusion is a great way to bring awareness to the disability community on your campus. It is an easy to do low budget event that gets people involved. While there is a national day dedicated to it many chapters of Pi Kappa Phi do one semesterly either by themselves, their local volunteer relationship, or their campuses' Best Buddies chapter.

### CONSIDERATIONS

Before you pursue an Ability Week, here are some things to consider:

- **Timeline:** The date for Spread the Word isn't as much important as the amount of time you host the event. Most successful events are between 3-4 hours.
- **Space:** Like most events you will want to set up your location in a place on campus with a high volume of traffic. This will help ensure there is the most exposure and awareness to the cause you are advocating for.
- **Participation:** The idea behind this event is that you have a physical item that people can sign or put a mark on. Many chapters do a poster, but some chapters have taken a step out of the box and done a large canvas where individuals paint their hand and mark the canvas. If you can get friends with disabilities to come out to your event that is a great way to boost awareness.
- **Materials:** a poster of some sort, pens, markers, or paint, flier or piece of paper with information on Spread the Word, snacks and food.
- **Marketing:** The rule of thumb is that you never do an event without a minimum of 2 weeks of marketing prior to the first day of the event. Without that there is not enough time to get the word out about your event. Before you start marketing, figure out the date, time, and location of your event. Then, start with social media! Design graphics to be posted on Instagram and Facebook, then draft up a blurb that brothers can post on their social media letting them know about the event.

### RUNNING THE EVENT

- Be sure someone is always manning the table. You should try to have 3-4 brothers there at a time to ensure multiple people can be pitching the event to them.
- Make sure there are plenty of markers and pens for people to sign whatever poster you have.
- Having printable materials that can be handed out explaining what Spread the Word to End the Word is helps explain your event and then allows additional awareness that others can share with people they know.

### TAKING IT VIRTUAL

- One way to do this event virtually is to have people take the pledge online by using the following website: <https://www.spreadtheword.global/>
- Here they can virtually take the pledge to stop the use of the R word. The best way to spread this information would be utilizing social media. Going on Facebook or Instagram live is a great way to share the link and get people to make the pledge.

#### **ADDITIONAL RESOURCES**

- <https://spark.adobe.com/page/yZ93XD7dkWw2x/>
- <https://spark.adobe.com/page/EuTZmwgHarXER/>