



ABILITY WEEK

OVERVIEW

An Ability Week is comprised of many different events over a certain period of time. Some Ability Weeks are three days whereas some can be between five and seven. Events for this week can be as simple as Spread the Word to End the Word campaign to as complex as a Bike a Thon or a Rose Queen Competition. Many chapters leverage Ability Weeks to maximize their fundraising for the semester they put the event in. However, many successful Ability Weeks incorporate a mixture of awareness and fundraising events to truly make the largest impact possible.

CONSIDERATIONS

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

- **Timeline:** How long is your Ability Week going to be? Remember having a long Ability Week doesn't necessarily translate to success. Take a look at your campus and how long other organizations hold events to find the right amount of time for your event. It is also important to understand how complex and long an event will be. Be sure to find events that will be long enough to keep people engaged. Too long of an event can leave people standing around bored. You also need to make sure to find a time during the semester where other Greek organizations are not going to be hosting other events.
- **Events:** Once you figure out how long you want your Ability Week to be the next step is figuring out what events you want to hold and what days to hold them. One recommendation is to take a look at other Event in a Box documents to see if any of them could fit in well for your week.
- **Budget:** Having a budget for an Ability Week is important. If you are not able to get materials donated there could be a high cost to putting on such an event. However, there are many organizations that you can pitch to see if things can be donated.
- **Participation:** Chapter buy-in is incredibly important. If your chapter is not going to participate your event cannot be successful. You will need man power to have brothers on the bike, at the table, and talking to people passing by. Outside participation is just as important. Whether it is just people walking by or making a donation or people from other organizations biking with you, making sure you have outside participation will make a successful event.
- **Materials:** The materials for this event truly depend on the different events that will make up your week. Be sure to look at other Event in a Box documents to figure out what materials will be necessary to pull off the event.
- **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! Create a Facebook event and have brothers invite people to the page. Don't forget to post your chapter's Classy page on there as well. Design graphics to be posted to Instagram and Facebook. Draft up a blurb that brothers can post on their social media letting them know about the event with their personal fundraising link included. You can also draft an email that chapter brothers can send to friends and family letting them know what they are doing and how they can support. Finally, reach out to other organizations on your campus and find a time that you can come to their meeting and discuss your event.