

SPREAD THE WORD TO END THE WORD EVENT AND ACTIVATION IDEAS

Here are ideas on how Alpha Sigma Alpha collegiate and alumnae chapters and members can participate locally in **Spread the Word to End the Word**.

1. Hold a local event on your campus or in your community to encourage people to sign the pledge. Set up a laptop to encourage people to sign the www.r-word.org pledge page on the spot.
2. Ask to share this information at work and talk with co-workers.
3. Work with your local sports teams and/or university teams to participate in a halftime event to promote **Spread the Word to End the Word**.
4. Spread the word - samples are included online at http://www.specialolympics.org/stw_resources.aspx:
 - Use sample leaflets and talking points
 - Hang posters
 - Pass out stickers or buttons on your campus
 - Send e-mails
 - Text / call your family and friends
 - Use your social network such as: "Facebook", "MySpace", "Linked In" and invite friends to join the Spread the Word group
 - Send an Evite to friends to take the pledge and Spread the Word
5. Print and distribute leaflets throughout your community.
6. Notify the press. Call your local or campus radio stations and write letters to the editor of your local or campus newspaper using the samples provided online.
7. Post a comment to an online social message board sharing your thoughts about the R-word and its abuse in our society.
8. Create a video speaking out against the use of the R-word to post on YouTube. Share the link with your friends and family. (Be sure to send it to national headquarters as well!)
9. Post your event's time and location in the community events section of your hometown newspaper or in your school newspaper or web site.
10. Reach out to the director of students with disabilities on your campus to encourage them to participate. Ask your chapter philanthropy chairman and chapter president to request a meeting with the director to discuss the program and create a campus partnership.