



Declare Your College a ONE Campus

It may take some time to make your campus a ONE Campus+but it is a great way to show that your campus is committed to ending extreme poverty and global health diseases. Please consider the points below before you start the process to become a ONE Campus.

1. CONTACT THE ONE CAMPAIGN

Email your Student and Youth Outreach Coordinator Erin Eagan at eeagan@one.org and ONE know about your interest - we'll give you quick tips, help you meet the requirements and let you know if your there are your state or nearby cities that have also signed on!

2. CONTACT THE PRESIDENT'S OFFICE

Contact the president's office at your university to find out what the process is for issuing a proclamation+. Proclamations are a common way for institutions, cities and states to show support for issues and causes.

3. ENLIST SUPPORT

Enlist the support of your friends and family. If need be, think of organizations or community leaders who may be supportive of a proclamation.

4. USE THE FACTS

ONE fact sheets may help you answer any questions from your governor. ONE fact sheets can be found at www.one.org/issues/.

5. FOLLOW UP

Be sure to fill out any necessary forms and provide the sample proclamation. Securing proclamations can take time, so do not be afraid to be persistent.

6. SAY THANK YOU

Thank the officials who granted you the proclamation and anyone else who helped out in the process.

7. MAKE A BIG SPLASH

We don't want your hard work to go unnoticed. Often times, proclamations are announced and filed away and never seen or heard of again. We want to make sure that doesn't happen with this proclamation. By completing must haves+and can dos+from lists found in this kit, ONE will make sure that this declaration gets the attention it deserves!

8. TELL ONE HOW IT WENT

Email eeagan@one.org and let ONE know about your success!! Send us your pictures, how it happened, and the names of people involved. We would love to hear from you and add your campus to our ONE map.

ONE Campus Sample Proclamation

WHEREAS, healthy people and healthy communities are the centerpiece of any strong and vibrant society;

WHEREAS, Americans from the *(University Name)* are among the most compassionate people in the world;

WHEREAS, every three seconds a child dies from illnesses associated with extreme poverty;

WHEREAS, nearly a billion people live on less than \$1 a day;

WHEREAS, an estimated 16,000 children die each day in the poorest countries of the world;

WHEREAS, **ONE** is an effort by Americans to rally Americans, ONE by ONE, to fight extreme poverty and preventable disease globally;

WHEREAS, increasing our efforts will save millions of lives and improve the way America is seen throughout the world;

WHEREAS, directing additional resources for basic needs - education, health, clean water, food and care for orphans - would transform the futures and hopes of an entire generation in the poorest countries; and

WHEREAS, **ONE** is an unprecedented non-partisan American movement and part of a fast-growing global movement to end extreme poverty;

WHEREAS, students have been at the forefront of every important American movement and will fuel **ONE**;

NOW, THEREFORE, I, *(University President's name)*

do hereby proclaim *(University Name)* to be a

ONE CAMPUS.

I encourage everyone to recognize the devastating impact extreme poverty and preventable disease have globally and to take action in our local community to bring about change around the world.

- *University president's name*

Make a Bigger Splash

After the university officials issue the proclamation, try to complete a few easy steps to make the announcement bigger. Complete the **Must-Haves** and pick at least five options from the **Can Do** list.

ONE Campus Must-Haves

- **Recruit new members.** Get students, faculty, family and local residents to join ONE, either by signing the declaration, online at ONE.org or by texting **OneCampus** to 62523.
- **Host a ONE event.** Host an event on campus where ONE members can attend and recruit other potential members.
- **Start a ONE Chapter.** Ask the president of your school's student body or the Chancellor to challenge rival schools to join the movement, letting them know about the proclamation.

ONE Campus "Can Do" List (pick five)

- **ONE at orientation.** Ask the University to include the ONE white band in the orientation packets for incoming freshman.
- **October 17, "ONE Day to Make Poverty History".** Ask the University to recognize October 17 in the official student calendar.
- **ONE sports.** Ask the University to allow students to set up a table at sporting events, play the PSA during half-time and distribute white bands to fans before the game.
- **ONE campus activities.** Look for college events where ONE could participate such as homecoming, Greek Week, etc.
- **Fly the ONE Campus flag.** Ask the university to fly the ONE Campus flag on campus.
- **Campus mascot to wear ONE shirt.** Ask the campus mascot to wear a ONE t-shirt during a game.
- **ONE at recruitment office.** Distribute ONE materials at the recruitment office.
- **ONE banner in student union.** Ask the appropriate department at the university to allow the ONE Campus banner with logo, URL and text number to hang in a highly trafficked area on campus.
- **Start a ONE Chapter.** Download the ONE Chapter toolbox and find out how to develop a ONE Chapter on campus.
- **Make your college town a ONE City.** If the university's city has not been declared a ONE City, ask the mayor or city council to issue the proclamation.
- **Create a ONE presence at campus events.** Keep an eye out for events where ONE could be included.

- **Make custom ONE t-shirts.** Through ONE.org, students will be able to design custom t-shirts with ONE's logo and the university's logo.
- **Promote the proclamation.** Send an email to friends, colleagues and family members to let them know about the announcement and encourage them to join ONE.
- **Organize a ONE event around the proclamation.** Host a house party or school event to let people know what the proclamation means.
- **Get five groups to join ONE.** Ask student organizations and clubs to endorse ONE by signing up their members.
- **ONE presentation to student organizations and classes.** Ask a professor or president of a student club for permission to present about ONE.
- **Give it away.** Distribute flyers and give the ONE Declaration to student organizations, sororities, fraternities, department heads and local businesses. Find creative ways to recruit new members for ONE.
- **Contribute to media work.** Be available for interviews and send ONE local media contacts.
- **Write your Rep.** Send a letter and a copy of the proclamation to state and federal representatives, making them aware that a university in their district became a ONE Campus.
- **Write a LTE.** Submit a letter to the editor (LTE) to state newspapers about the announcement.
- **Display yard signs.** Help distribute the ONE Campus yard signs by asking neighbors.

Sample Letters to the Editor

Letters to the editor are great ways to communicate with your local community and representatives in Congress. The key is to keep your letters short and to the point, try to keep your letter between 100-150 words. Be sure to include your contact information (name, phone number and address). The newspaper will not print your phone number, but they will likely want to confirm that you are the author of the letter.

Option #1

On Monday, Chancellor John Doe declared COLLEGE a ONE Campus in support of ONE. By putting our campus on the ONE map, we are showing our leaders just how much support there is in our state for making poverty history.

ONE students across the country are doing what they can in their local communities to raise awareness for the people living in the world's poorest areas. Asking your university to issue a proclamation to make your college a ONE Campus is a great way for students to raise awareness and educate people on the emergencies surrounding global extreme poverty and preventable disease.

For the first time in history, we have the resources and know-how to end extreme poverty. We can be the generation that ends global poverty. For more information on how to get your campus to become a ONE Campus, visit www.ONE.org.

Option #2

Today, nearly 30,000 children will die of an illness associated with extreme poverty. Chancellor John Doe is responding and doing his part to make sure we don't let this tragedy continue. He declared COLLEGE a ONE Campus in support of ONE.

Chancellor Doe's proclamation helps make the fight against extreme poverty and global disease part of everyday conversation. More importantly, he is increasing the awareness around these important issues. I encourage other students to follow this lead. This simple step can help save lives in the poorest areas around the world.

Let's get our state on the ONE map with the most ONE Campuses in the nation. For more information on how to make your college a ONE Campus, please visit www.ONE.org.

Option #3

Recently, Chancellor John Doe heard the voices of the ONE supporters on campus and declared COLLEGE a ONE Campus. His leadership will help save lives in the world's poorest countries and draw attention to an important movement aimed at ending global extreme poverty and preventable disease.

I am a member of ONE, a movement powered by millions of Americans working to make the fight against global extreme poverty and disease a top priority. I asked Chancellor Doe to issue a proclamation in support of the ONE because this simple gesture can bring about change throughout the world.

I encourage others to join me in this important movement and visit www.ONE.org to find out how you can make a difference in the lives of the world's poorest people.

Sample Letter to Your Representative

October 1, 2007

The Honorable Tom John
555 Rayburn House Office Building
Washington, D.C. 20515

Dear Representative:

As a constituent and a member of ONE: The Campaign to Make Poverty History, I would like to let you know that COLLEGE has been declared a ONE Campus in support of the fight against global extreme poverty and preventable disease.

Chancellor John Doe issued the proclamation because he recognizes the devastating impact that extreme poverty has on families, schools, business and communities in the world's poorest countries. I asked for the proclamation because I want others on my campus and in my state to know that there are things we can do to bring about change in those poorest areas.

The global challenges facing us today are greater than ever. Investments in programs that provide basic education for children, supply lifesaving medication to those who are sick, and build access to clean water for everyone around the world are critical to building global stability and promoting our humanitarian values. This type of assistance reflects the best American tradition of compassion, generosity, and helping others help themselves.

America has the affordable resources and solutions. By increasing our efforts, we can help get 77 million children— mostly girls— into grade school; prevent the death of 5.4 million children from poverty-related illnesses and save 400,000 women from dying in childbirth each year; provide clean water to an additional 450 million people and basic sanitation to 700 million around the globe; and save 16,000 lives a day by fighting HIV/AIDS, tuberculosis and malaria.

Students have played a major part in the greatest movements throughout America's history, and today, we are once again uniting to take on the next big challenge— ending global poverty. Please join us to make sure that everyone around the world has the opportunity to enjoy life.

Sincerely,

(Your Name)
ONE Member

ONE is an effort by Americans to rally Americans, ONE by ONE, to fight the emergency of global extreme poverty and preventable disease. ONE is a coalition of more than 2.4 million people and 150 of the nation's leading relief, humanitarian and advocacy organizations.

For more information, please visit: www.ONE.org.

Sample Challenge Letter

[Your Name]
[Street Address]
[City, ST ZIP Code]

October 1, 2007

[Recipient Name]
[Title]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear Mayor Jane Smith,

Earlier this week, I issued a proclamation that declared COLLEGE a ONE Campus in support of ONE.

I made this declaration because I believe in the movement that ONE is creating to end global poverty. Already, ONE has signed up over 2.4 million members from all 50 states and has partnered with over 150 of the nation's most charitable organizations.

Disease, famine, and poverty are rampant problems that take the lives of thousands everyday while depriving millions of a future full of their potential. Solving these problems is a common interest in our community, our state, our nation and our world. Increasing our efforts at home will not only save the lives of millions of people . we will also transform how those people see us. It will increase our national security, protect our economy and build a better, safer world for us all.

Regardless of political affiliations or religious and personal backgrounds, ONE is connecting people around a global problem. Please join me and the other ONE members by declaring YOUR COLLEGE a ONE Campus.

Sincerely,

Chancellor John Doe