A campus-wide support campaign, modeled after the Safe Zone campaign for LGBTQ identifying students, will help students visually recognize individuals or offices that actively seek to support first generation college students.

**Step 1: Create a logo**

Work with your campus or department marketing liaison to create a logo that will help identify individuals or offices as supporters of first generation college students. Alternatively, offer students the opportunity to submit designs for the logo. Offering a prize, such as a university book store gift card, can encourage participation. The department may also engage faculty and students in the university’s graphic design program to collaborate on logo design.

**Step 2: Create an accompanying information sheet**

Not all campus supporters are aware of the challenges that are unique to the first generation college experience, or about the resources that may be key in aiding their success. EAB recommends creating a one page information sheet with information about first generation college students and some of the unique challenges that they face, along with related talking points and campus resources.

**Front Page: Information about first generation college students**

Begin by collecting facts about first generation college students in general. These can be gathered from the EAB study "Transforming the First Generation College Student Experience".

For Example:

- A first generation college student is a student whose parents did not graduate from a four-year college or university within the United States.
- First generation college students comprise over 24% of the United States college-going population.

Follow up with your institutional research department or admissions office to collect campus specific data on first generation student enrollment and outcomes on your campus.

**Back Page: Unique challenges and relevant resources**

Gather information about some of the unique challenges that face first generation college students either in general, or specific to your campus. Then, use the worksheet on the following page to create talking points related to those challenges and pinpoint relevant campus resources that are important in supporting a student through that issue.
# Tactic #11

## Campus Support Campaign

### Information Sheet Worksheet

<table>
<thead>
<tr>
<th>Unique Challenge</th>
<th>Talking Points</th>
<th>Campus Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our population of first generation students is predominately low income and generally cannot afford to go home over school breaks.</td>
<td>• When asking about plans for travel over breaks, don’t assume that the student plans to travel and be sure to offer resources. Example: “Holiday breaks are coming and your residence hall is closing, will you be travelling or do you need to contact housing to arrange alternative housing over the break?”</td>
<td>• Office of Residence Life – Halls open over breaks information <a href="http://www.university.edu/winterbreak">www.university.edu/winterbreak</a> • First Generation Program Need-Based Travel Stipends</td>
</tr>
</tbody>
</table>

Source: Adapted from material shared by University of Rochester.
Tactic #11

Campus Support Campaign

Step 3: Request in-kind donation for printing, decals, and stickers

If your state and university allows tax deductions for in-kind donations, it may be worth while to ask vendors if they would be able to give you a discount or donate the printing or supply costs in exchange for a charitable contribution receipt. While requesting donations or discounts, be sure to highlight the mission of the project and explain that the logos will be given away to raise awareness, rather than sold. Use the letter on the next page to request a donation, if applicable.
**Campus Support Campaign**

**Sample Donation Letter**

Dear ________________,

I am writing on behalf of (Program Name) at (University Name). My name is (Name) and I am the (Title) of the (Program Name), a program developed to help first generation college students. These are students who are the first in their family to attend a 4-year university. These students need additional guidance in navigating through their college years, because their parents are often unfamiliar with the processes and requirements of graduation.

We are putting together an awareness campaign to help first generation college students on our campus more easily identify faculty and staff who are trained to help guide them through their time on campus. The campaign will consist of logos on stickers or decals that can be posted on office doors, signifying that the administrator or staff member inside can help answer their questions.

Because our program has limited funds, we are writing to request your assistance. If your company is able to offer our initiative a discount or an in-kind donation of materials or services, our students would benefit greatly. We are hoping to print (estimated number) of decals for distribution this fall.

The university will not profit from your donation in any way and donated services will benefit the first generation college students on our campus. (Optional: In addition to recognition for your donation, the university would be able to provide the (form name) to document your donation for tax purposes.)

We hope that you will be able to help us support our students in need.

We will reach out to you later this week, in follow up to this letter. However, should you have questions or wish to arrange to make a donation or discount sooner, you may contact us at (Phone number) or (email address).

Thank you sincerely for your consideration,

Name
Title
Contact Information
University Name

Source: Adapted from material shared by University of Rochester.
Tactic #11

Campus Support Campaign

Step 4: Inform campus community
Once you have the decals and informational sheets ready for distribution, EAB recommends emailing the campus community to inform faculty, staff, and students about the program and the ability to participate. The following email templates can be sent, in addition to social media posts, to gain participation and campus awareness.

Source: Adapted from material shared by University of Rochester.
Sample Campaign Participation Letter

Dear ________________,

I am writing on behalf of (Program Name) at (University Name). My name is (Name) and I am the (Title) of the (Program Name), a program developed to help first generation college students. These are students who are the first in their family to attend a 4-year university.

We have put together an awareness campaign to help first generation college students on our campus more easily identify faculty and staff who are able to help guide them through their time on campus. The campaign will consist of logos on stickers or decals that can be posted on your office door, signifying that you are willing to help answer their questions or provide support. All individuals who request a decal will also receive an information sheet with helpful guidance on supporting first generation students on our campus, so you do not need to have prior experience or training to request a decal.

We will soon be emailing to student body to make them aware of the relevance of the campaign and the decal.

We hope that you will be a part of our effort to support the first generation college students on our campus. You can request a sticker by responding to this email with your name and office location. If you have questions about the program, please do not hesitate to contact us at (Phone number) or (email address).

Thank you in advance for your participation!

Name
Title
Contact Information
University Name
Campus Support Campaign

Sample Student Campaign Awareness Letter

Dear ________________,

I am writing on behalf of (Program Name) at (University Name). My name is (Name) and I am the (Title) of the (Program Name), a program developed to help first generation college students. I am writing to make you aware of a new campaign on campus – the (Program Name).

You may have seen decals on some of your professors’ office doors or at other offices on campus that look like this. (Insert image of decal). This decal signifies that there is faculty or staff within that office that actively supports first generation college students and would be more than happy to answer any question that may arise during your time at (university name). No question is to big or small to go in and ask!

We hope that you will take advantage of these supportive individuals if you are a first generation college student. If you are not one, however, and would like to learn how you can help support first generation college students, these individuals are also available to help. We hope that you utilize this campaign and help us make (university name) a welcoming place for first generation college students!

Sincerely,

Name
Title
Contact Information
University Name

Source: Adapted from material shared by University of Rochester.