



# AWARE AWAKE ALIVE PHILANTHROPY PARTNERSHIP GUIDE



Dear Student Leader,

On behalf of **Aware Awake Alive**, we are proud that you are leading the way in preventing hazing and alcohol-related deaths. Thank you for helping to spread our life-saving message through your education and philanthropic efforts. The message is best-delivered peer to peer and we applaud you for helping shoulder the burden. Together we can save lives by raising awareness about the dangers of unhealthy alcohol use and hazing.

To better serve you, we have created this Philanthropy Partnership Guide where you'll find key information to help you develop and establish effective programs on your campus/in your community. We are here to help ensure you are successful.

Please know that we are available to answer any questions or concerns you may have as you lead an education program or philanthropy event on your campus. Your dedication to our program will help prevent the loss of life due to alcohol overdose! Thank you for joining us on this mission! We are honored to serve as one of your philanthropic partners!

Sincerely,

The Aware Awake Alive Team  
[info@awareawakealive.org](mailto:info@awareawakealive.org)



# TABLE OF CONTENTS

<b>4</b>	Contact Information
<b>5-6</b>	About Aware Awake Alive
<b>7-9</b>	Awareness Campaigns
<b>10-16</b>	Planning Events
<b>17</b>	Virtual Events
<b>18</b>	Marketing
<b>19-20</b>	Fundraising Considerations
<b>21</b>	Promotional Items
<b>22</b>	Press Release Sample
<b>23</b>	Donation Request Letter Sample

# CONTACT INFORMATION

## Email

info@awareawakealive.org

## Phone

805-756-7787

## Mailing Address

WITH US Center for Bystander Intervention  
Aware Awake Alive Program  
1 Grand Avenue – Student Affairs  
San Luis Obispo CA, 93407

## Social Media

@AwareAwakeAlive (Instagram/Twitter/Facebook)

### What is **WITH US**?

Aware Awake Alive is a signature program of the WITH US Center for Bystander Intervention at Cal Poly. For more information, visit [withus.org](http://withus.org).



### **Mission:**

Aware Awake Alive was founded to increase awareness of the symptoms of alcohol overdose and the dangers of binge drinking and hazing, to advocate for amnesty-based policy and legislation, and to empower young people to intervene and help one another.

### **Approach:**

Aware Awake Alive empowers students with the tools to lead peer-to-peer education and awareness initiatives with a realistic harm reduction prevention approach.

### **Background:**

Aware Awake Alive was founded in 2011 after the hazing / alcohol poisoning death of 18-year-old Carson Starkey during his first year at college.

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**Aware Awake Alive** works to accomplish its mission through four guiding priorities: Awareness, Education, Intervention, and Advocacy.

- *Awareness (baseline knowledge)*: Increase general knowledge of the problem through awareness events/activities
- *Education (deeper understanding)*: Develop skills and capacity to prevent the problem through education & training
- *Intervention (application of skills)*: Apply what's been learned to offer help in the moment when it matters most
- *Advocacy (cultivating long-term change)*: Shift culture through implementing new policies, educating and holding peers accountable, and establishing new social norms

**Aware Awake Alive** is a program offered through the *WITH US Center for Bystander Intervention*, a national bystander intervention research center at California Polytechnic State University. The program provides resources, programs, and support to students, parents, and campuses for free. The organization is part of a non-profit and is able to achieve its mission from donations and supporters of this lifesaving cause.

To learn more about Aware Awake Alive and to access the online tools, visit [awareawakealive.org](http://awareawakealive.org).

# CARSON STARKEY



**Carson Starkey** was like most college students. There was nothing about him that could have predicted his preventable death. He was compelled to drink large quantities of alcohol as part of a fraternity hazing ritual. His peers attempted to take him to the hospital but ultimately decided to abandon the trip due to fear of getting in trouble. They returned to their house and left Carson to “sleep it off”.

He never woke up. Carson died of acute alcohol poisoning – his blood alcohol level was .40.

The Starkey family committed their lives and resources to prevent further tragedies and established *Aware Awake Alive*, a national non-profit dedicated to alcohol poisoning prevention. It was their mission to equip youth and their communities with the tools and confidence to take care of each other and make better choices around alcohol.

The Starkey family wanted to find ways to help address the many other critical social issues facing students and institutions of higher education. To broaden the influence and mission of *Aware Awake Alive* and build upon their successful peer-to-peer education and intervention model, a new organization was established the *WITH US Center for Bystander Intervention*.

WITH US manages the *Aware Awake Alive* as a signature program and continues to offer awareness campaigns, resources, and other tools for free!



# AWARE AWAKE ALIVE WEEK

**Aware Awake Alive Week** is one of our signature campaigns. This national campaign is held annually in Spring, typically coinciding with Carson Starkey's birthday on April 17th, and is used to bring greater awareness and education around **Aware Awake Alive's** key issues: hazing and alcohol poisoning. The mission of the campaign is to help increase public awareness about the signs of alcohol poisoning, the dangers of binge drinking, and the ways that hazing can often play a role in alcohol misuse. We want to share how each person can play a role in saving lives by helping and empower students nationally to address these critical issues.

## Ways to Participate

- Join us during our annual national campaign or work with your organization and choose your own week to share these life-saving messages
- Host an Aware Awake Alive Week 5k run
- Host a fundraiser or event to raise awareness about alcohol poisoning
- Visit [withus.org/awareawakealiveweek](https://withus.org/awareawakealiveweek) to download our toolkit and other content
- Join the conversation by following us on Facebook & Instagram and our posts on your accounts
- Create and share a post acknowledging the life of Carson Starkey on April 17th and share how your peer's can take action to prevent alcohol poisoning



## 5k Run

One of our annual traditions during Aware Awake Alive Week is hosting a 5k run. We use this as an opportunity to bring various student-led, campus, and health organizations together to fundraise and create awareness around the campaign. Interested in hosting your own Aware Awake Alive 5k Run? See our "Event Ideas" section for more information - these can even be hosted virtually!



# UPSTANDER CAMPAIGN

## up·stand·er

a person who speaks or acts in support of an individual or cause, particularly someone who intervenes on behalf of a person under threat of harm

- Oxford Learning

On December 2nd, 2008, **Carson Starkey** lost his life to a senseless and preventable tragedy. **Upstander Week** is a time to remember Carson and honor those who have been harmed or lost to preventable tragedies where bystanders could have done more. **Upstander Week** is a nationwide call to join our movement to empower bystanders to be *Upstanders* in helping create safer campus communities. Though we typically host **Upstander Week** during December in remembrance of Carson and others we have lost, you can host your own campaign anytime.

There are three primary goals for Upstander Week:

- Educate students about the signs of harm for each focus issue (e.g. sexual violence, hazing, alcohol abuse) and what they can do to help.
- Educate students about the situational model of helping and common barriers to bystander intervention.
- Motivate students to embrace being a prosocial Upstander and pledge to stand up to help others.

Ways to Participate

- Join us during our annual national campaign or work with your organization and choose your own week to share these life-saving messages
- Host a fundraiser or event to raise awareness about bystander intervention (see "Month of Giving" below)
- Visit [withus.org/upstander](http://withus.org/upstander) to download our toolkit and other content
- Join the conversation and share Carson's story through social media and follow us on Facebook and Instagram
- Take and share the **Upstander Pledge**





# MONTH OF GIVING



We typically host two **Months of Giving** and hope you will consider joining us in hosting events and raising awareness for our programs each year! As a nonprofit organization, **Aware Awake Alive** relies on the support of our donors and partners to provide programs, educate, create awareness, develop resources, and conduct life-saving research on bystander intervention.

**#MonthofGiving** coincides with the start of our annual **Upstander Campaign in December and Aware Awake Alive Campaign in April.**

There are a variety of ways that you and your organization can participate in promoting our fundraising activities during the **Month of Giving**, or by hosting your own fundraising challenges. Through following our social media accounts or by signing up to receive our [Monthly Newsletter](#), you can follow along and help spread the word to your friends, family, organizations, and peers! For more fundraising ideas, read below!



# PLANNING EVENTS

## QUESTIONS TO ASK WHEN PLANNING

### The “What”

Questions to ask as you begin to plan an event:

- What kind of event do we want to have?
- What elements should our event include? (Awareness, Education, Advocacy?)
- What are our goals for the event? What do we want to accomplish?
- What size should our event be? Who should be invited?
- What steps can we take to get these people/groups involved?
- What activity would both fun and educate/empower our audience?



### The “Where” and “When”

Time and Location

- Pick a central location participants can get to easily, preferably on campus.
- Choose a time of day when people will be out of class.
- Pick a date where there aren't a lot of other activities going on.
- Pick a venue that is large enough to host the number of people you think will attend. If the event is held outdoors, be cognizant of weather changes, lighting, and terrain

Important Location Details

- Permission
  - If held on campus, make sure you get permission from the administration.
  - If held off campus, check with local authorities about permit requirements.
- Equipment
  - Do you need equipment for the event? Will the venue be able to accommodate your needs? Things to consider:
    - Tables
    - Audio and visual systems
    - TV or large screen for videos
    - Power outlets

# SETTING A BUDGET

## **Set a Fundraising Goal:**

When planning your budget, decide how much money you would like to raise to support Aware Awake Alive. You want to make sure that your goals are reasonable and attainable, therefore, make sure the costs do not exceed the profit margin. Consider selling items during the event or having a registration fee to help raise proceeds toward preventing lives lost due to alcohol overdose. You can even consider incorporating sponsors and sponsored items in your events.

## **Monitor your Expenses**

Regardless of the type of event you decide to hold, you will need to plan ahead and create a budget to ensure the success. Staying on budget is important. Appoint a treasurer to keep track of all the finances and create a spreadsheet of expenses.

## **Cost Considerations:**

- Print materials (posters, flyers, event signs, etc.)
- Event supplies – Make a tentative list of items you may need.
- Venue fee
- Permit cost
- Food and beverages – to defray food and beverage costs, send a donation request letter to local businesses. See page 14 for more information.
- Extras – Leave a little wiggle room in your budget to adjust for extra expenses that may arise during the planning process.

## **Other Considerations:**

To help lower the costs of an event, consider partnering with:

- Greek organizations
- On-campus groups – Alcohol Tobacco and Other Drugs (ATOD) or groups that raise awareness about alcohol.
- Campus Health Center – Contact your school's health educator and work together to spread awareness.
- Student Activities Office – See if there are any resources the office could supply for your event.

## **Ask for Donations:**

Contact local businesses (also see sponsorship section) for donations that will go towards the event. Such items may include:

- Food and beverages
- Printing costs
- Prizes

# SPONSORSHIPS

When planning an event and creating a budget, always consider ways in which sponsors can help play a role. Putting on quality events, or ones that will make people want to attend again in the future will invariably require money upfront. This is where sponsors can play a crucial role, and help ensure that your event will generate, rather than lose, funds that can be donated to key causes, charities, and nonprofits - like [Aware Awake Alive!](#)

Sponsorships are more than just "asking for money." Think about ways you can incorporate a local business or individual into your event that will enhance the experience of participants, create brand recognition for both you and the sponsor, and be beneficial for your cause.

Some ideas and things to consider:

- Include their logo on T-shirts or other items provided/sold at the event
- Allow the individual or representative to speak at the event when appropriate
- Allow branding to be included in advertisements and highlight the sponsor in announcements or any press releases
- Create a special booth or table for the sponsor at the event
- Allow them to be included in any thank-yous sent after the fundraiser or event

Remember to consider how a sponsor will impact your budget and adjust plans accordingly. In the end, your organization and event will need to be beneficial to them in some way, either through increased exposure, enhanced promotions or by simply being an important cause to the business/individual. Sometimes just being a worthwhile cause can be enough to some, other times you may need to have a pitch ready to bring sponsors in.



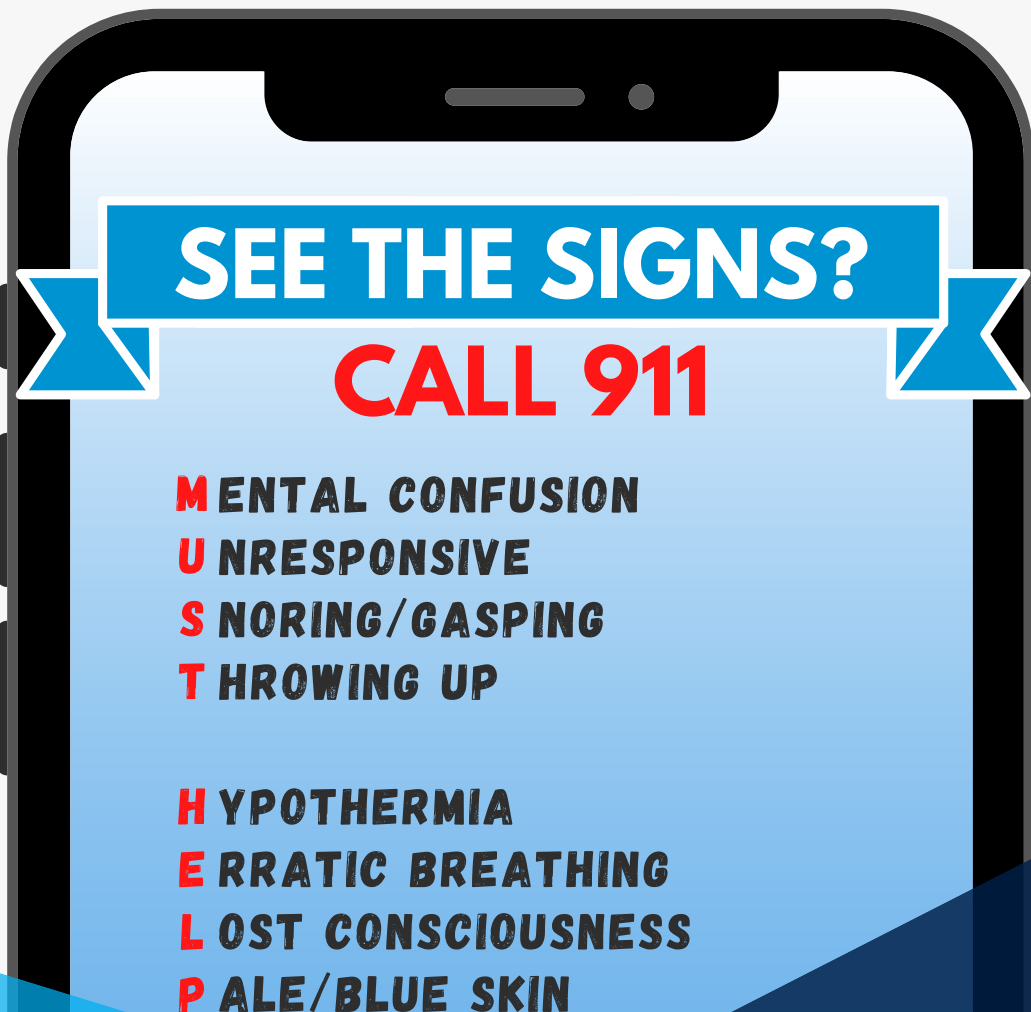
# PLANNING DETAILS & EVENT IDEAS

Planning an event can be fun, but stressful. This portion of the guide will supply you with informative tips and ideas to help you tailor an event that best suits your organization and campus.

Below are some ideas for in-person events you can host to fundraise, raise awareness about our causes, or help build a community for your campus with Aware Awake Alive. Remember that almost any activity, gathering, or holiday can be turned into an event, and there are some simple ways you can incorporate Aware Awake Alive:

- Post signs of alcohol overdose around the event venue.
- During breaks have someone speak briefly about Medical Amnesty Laws and the importance of calling 911 in a medical emergency involving alcohol. Provide detailed information about the signs of alcohol poisoning.
- Incorporate a table where people can learn more about Aware Awake Alive.
- Pass out **MUST HELP** cards or other promotional items.
- If you don't have Medical Amnesty, use the event as an opportunity to petition for it
- If you have the proper equipment at the event, considering showing Carson's Story video.

\*Sample "MUST HELP" promotional design



## Sports Tournament (kickball, volleyball, basketball, etc.)

- For a tournament, choose an appropriate venue on or near campus. Take advantage of intramural fields or indoor campus facilities.
- Register teams and participants, and have a deadline for sign-ups. This will help ensure you have plenty of materials.
- Have teams raise money by using **Crowdrise**, [crowdrise.com/awareawakealive](https://crowdrise.com/awareawakealive), and link the event directly to Aware Awake Alive. Provide a prize or trophy to the team that raises the most money.
- Determine and secure the equipment and materials needed for the event: balls, tables, water, nets, cups, trashcans, coolers, etc.
- Create a tournament bracket prior to the event, and keep the games on schedule.
- Sell tickets or incorporate a raffle to raise funds.
- Invite friends, other Greek organizations, and campus groups to attend and cheer for their favorite teams.
- Ask teams to create themes or fun names to make the event more engaging.

## Lip Syncing Contest

Lip syncing contests are a fun way to get the entire student body involved, especially other campus groups. Have guest judges decide on first, second, and third place winners and incorporate prizes.

- Choose a venue that is suitable for performances. An auditorium will work the best.
- Ask theater staff/students to help run sound and lighting during performances, and an organization member be the M.C.
- Choose a panel of judges (administrators, community leaders, students, professors) and give them judging criteria.
- Hold a dress rehearsal the week of or day before to practice music cues, timing, etc.
- Remember to incorporate prizes such as gift cards and offer ribbons and trophies. Try to get these items donated!

## 5K Walk/Run

When hosting a 5K walk/run, you want to be sure to map out a route that uses paths, streets, or sidewalks. Choose a location that will end a very large public area so that spectators can cheer on the walkers/winners at the finish line. This space should also be big enough for a post-event celebration.

Important things that need to be considered:

- Plan a route and secure a location
- Try mapping out a route on campus first. If available, this will likely require fewer permits. Contact campus services and administration for information and approval.
- If a campus route will not work, contact your city hall to learn more information about rules and regulations for the city. Remember that most races require the race organizer to have liability insurance for the event.
- Before booking a location be sure to map out the race route. You will need the distance to be exactly 5 kilometers (3.1 miles).
- Choose a start and finish line. It will be best if the start and finish lines are relatively close to each other for set-up and program purposes.
- When securing a location, always remember to provide proof of tax-exempt status. Occasionally, the city will waive the location fee when provided with this information. (Aware Awake Alive's tax-exempt status can be found below).

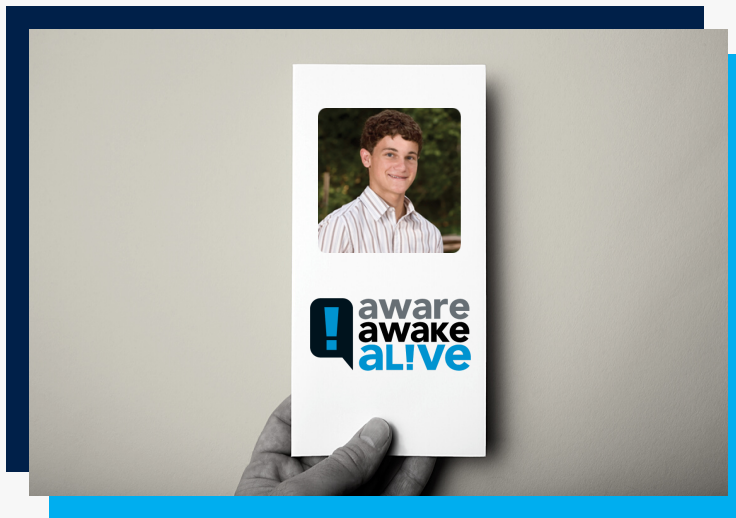
### Materials and Considerations

- Keep a list of all materials that will be needed for the day of the event. Some materials may include: the signage to direct participants, start and finish line markers, water for walkers/runners, stopwatches, music, coolers, registration table, etc.
- Prepare race numbers and bibs for each runner. Remember safety pins!
- Recruit volunteers to help pass out water, cheer on walkers/runners, log time, help with set-up and teardown, etc.
- Provide participants with medals or ribbons at the completion of the race.
- Include music and entertainment before, during, and after the race to draw a larger crowd.

## Petitioning for Medical Amnesty Laws/Hosting a Booth

Medical Amnesty Laws, also known as 911 Lifeline Legislation or Good Samaritan Laws, provide limited immunity for minors who seek emergency help during a medical situation involving alcohol overdose. 31 states have Medical Amnesty Laws across the United States and multiple campuses provide policies to protect students from academic repercussions - check out what laws your state and local jurisdictions have in place to protect Good Samaritans.

- If your state and campus have Medical Amnesty, promote it by providing information on campus.
- If your state or campus does not have Medical Amnesty, have students sign a petition and advocate for the laws to be passed.



## With Carson Day

With Carson Day, held on April 17th (Carson's birthday), honors the character and life of Carson Starkey who lost his life prematurely to alcohol poisoning during a fraternity hazing incident his freshman year of college. Celebrate by:

- Reconnecting with nature – go for a group outing
- Spending the day with your organization by doing team bonding activities or volunteer at a local organization
- Engaging in random acts of kindness on campus
- Creating your own way to celebrate With Carson Day and promote it on campus!
- Remember to share by posting a photo or writing a post on Facebook, Twitter, or Instagram using hashtag #WithCarson and #[**Organization**]forAAA



# VIRTUAL EVENTS

In some cases, hosting in-person events and fundraisers may not be an option (looking at you Covid-19). But that doesn't mean that you can't host some of these events virtually - remember to think outside the box! Here are some ideas of events and fundraising opportunities that can be adapted to a virtual format:

## **Virtual concert/movie showing**

- Host a movie, show, or concert virtually hosted by your organization
- Sell tickets to your event and fundraise throughout showing, like posting a fundraising link in the chat on Zoom
- You can choose movie or film that is popular, or one that ties into missions of [Aware Awake Alive](#)
- Be sure to explain why you're hosting this and what [Aware Awake Alive](#) is when sending promotions, as this can make potential participants more willing to attend and even donate
- Invite creator/director/editor to speak as this can generate more buzz and excitement for the event

## **Custom T-shirts or Other Items**

- Design, create and sell items that will benefit our organization
- Contact us to gain access to logos and other design templates
- Interested in using one of our vendors? See below!

## **Care Packages**

- Curate and sell student care packages – these useful during stressful events from Covid-19 to Final Exams
- These can be great opportunities to incorporate sponsors, either through monetary donations to purchase goodies or by soliciting specific items for the packages
- Consider items centering around food, clothing or fun apparel, or even self-care products like face masks
- Another idea is to market to parents to send to students, or have peers send packages to their friends
- Consider creating these and curating them around holidays (e.g. Valentine's Day) or special events (e.g. Graduation)

## **Virtual Walk/Run**

- Host a virtual walk, run, or other similar event by having participants commit to completing a certain distance or activity
- Encourage participants to raise funds from their friends and family

# EVENT MARKETING & PROMOTION

Marketing and promotion are a vital part of hosting an event. Use your campus newspaper, local media, social media (Facebook, Twitter, and Instagram), and e-mail listservs to spread the word.

## Marketing

- Campus and Local Media
  - Send a press release (see below) to your campus newspaper, radio stations, local news stations, and other local media about your event.
  - Please allow 24 hours for someone on the Aware Awake Alive staff to review your release before you submit it to the media. You can get in contact with us [here](#).
  - Add your event to community event calendars.
- Social Media & Email
  - Create a Facebook event and invite everyone you know. Be sure to make it a public event.
  - Create hashtags to use on Facebook, Twitter, and Instagram, etc. #[Organization]forAAA
  - Send out event reminders.
  - Contact administration or student activities to get permission to send an e-mail announcement to student organizations or the entire student body.
- Campus Promotion
  - Create event flyers. Post them in dorms, fraternity/sorority houses, dining halls, student activity centers, and bulletin boards throughout campus.
  - Chalk the sidewalks with event messaging.
  - Word of mouth!



Carson and his family

### REMEMBER THE GOAL!

We need your help to empower students to make the right choices and keep each other safe! Events are not only opportunities to fundraise, but also to raise awareness.

# FUNDRAISING CONSIDERATIONS

The following guidelines will assist you in planning your event while maintaining high standards for fundraising.

## Planning

- Aware Awake Alive asks that you carefully consider your fundraising efforts before they begin. A plan should be developed and the following considered:
  - Is the fundraiser ethical?
  - Could the fundraising activity offend any group?
  - What is the financial risk/income potential?
  - Does the event follow applicable state and local laws?
  - Is the event consistent with the mission and image of Aware Awake Alive (if you are unsure, contact us!)

## Other Considerations

- Aware Awake Alive must approve the use of our name and/or logo on all promotional materials (including, but not limited to, signs, posters, flyers, invitations, ads, web pages) before they are produced and/or distributed. Please note that Aware Awake Alive may only be identified as the beneficiary of your event. For example, your fundraiser cannot be called “Aware Awake Alive’s Basketball Tournament.” Instead, it can be called “[Organization’s name]’s Basketball Tournament benefitting Aware Awake Alive.”
- Securing bank accounts under the name “Aware Awake Alive” is not permitted.
- Organizations may not use Aware Awake Alive’s tax exemption to purchase goods or services for your event.
- The Aware Awake Alive name and/or logo cannot be used to produce merchandise to be sold by your organization without prior permission and approval from Aware Awake Alive.
- Aware Awake Alive reserves the right to request that you not approach a particular donor, business, or organization for the purpose of underwriting or contributing to your project if there is a conflict of interest.

### What Aware Awake Alive is **Unable** to Do:

- Assist your organization with ticket sales, provide coupons, or host raffles.
- Solicit participation from our donors beyond notifying them of the event details, such as time, date & place.
- Assume any liability associated with your event.
- Guarantee an Aware Awake Alive representative will attend or provide on-site support to your event.

### What Aware Awake Alive **Can Do** For You:

- Approve the use of the Aware Awake Alive name and/or logo.
- Provide messaging for you to include in promotional materials.
- Provide a letter of support to help validate the authenticity of the event

## Donations

- Events contributing 100% of the proceeds to benefit Aware Awake Alive are easier to organize and manage. However, if this is not possible, we suggest that event expenses be no more than 25% of the total amount raised, excluding in-kind donations. Your organization or another party (individual or business) will need to cover any costs associated with fundraising activities.
- Potential donors and sponsors must be informed whenever less than 100% of the net proceeds will be donated to Aware Awake Alive. For example, your materials can state something such as “Ninety percent of the proceeds of this event will benefit Aware Awake Alive.”
- Aware Awake Alive can only provide receipts for those gifts that are given directly and entirely to Aware Awake Alive. Donors may choose to pay by credit card through [our website donation page](#), or write a check or money order made out to “Aware Awake Alive.”
- Donations of merchandise by local merchants to your event are tax-deductible for the merchant, provided a gift donation form is completed and submitted to Aware Awake Alive

## Managing Funds

- Once your organization has met its fundraising goals, use the following guidelines to ensure the safe and proper transfer of funds
- It is very important to track every donation and accurately record not only the amount received but also the contact information for each donor. This will enable Aware Awake Alive to properly thank everyone for their generosity.
- Please ensure that all checks and money orders (do not send cash) are sent to **Aware Awake Alive at 1 Grand Ave San Luis Obispo CA 93407**
- For your records, make copies of all checks and money orders before sending them to Aware Awake Alive.
- Aware Awake Alive should receive all donations no later than 30 days after the event.



# PROMOTIONAL ITEMS

<p>1595AAA Retract-A-Banner Aware Awake Alive \$251.67-\$203.89</p>	<p>3913 Aware Awake Alive Magnet \$1.37-\$0.58</p>	<p>3914 Aware Awake Alive Tote \$3.65-\$3.10</p>	<p>3915 Aware Awake Alive Silicone Wristband \$1.06-\$0.40</p>	<p>3916 Aware Awake Alive Paper Wristband \$0.77-\$0.66</p>
<p>3918 Aware Awake Alive Lanyard \$3.76-\$2.71</p>	<p>3919 Aware Awake Alive Lip Balm \$0.82-\$0.70</p>	<p>3920 Aware Awake Alive Cinch Pack \$8.81-\$7.49</p>	<p>3922 Aware Awake Alive PopGrip Full Color Imp... \$7.97-\$6.81</p>	<p>3924 Aware Awake Alive Unisex T-Shirt \$13.26-\$10.03</p>
				<p>3925 Aware Awake Alive Women's T-shirt \$13.26-\$10.03</p>

INTERESTED IN **AWARE AWAKE ALIVE** ITEMS FOR EVENTS AND FUNDRAISERS?\* DESIGN AND PURCHASE CUSTOMIZED GEAR THROUGH [PSACORP.COM](http://PSACORP.COM)



\*If your organization would prefer a different vendor, contact us at [info@awareawakealive.org](mailto:info@awareawakealive.org) to access and receive digital assets you can use.

# SAMPLE PRESS RELEASE

\*\*\*For Immediate Release\*\*\*

CONTACT:

PHONE #:

E-MAIL:

[INSERT NAME OF ORGANIZATION] Helps Save Lives by Providing Alcohol Education on Campus. [OR ADD YOUR OWN TITLE]

[MONTH] [DATE], [YEAR] – [CITY, STATE] - [INSERT NAME OF ORGANIZATION] hosted [EVENT NAME] on [DATE] that benefited Aware Awake Alive, a non-profit dedicated to educating teens and young adults about the dangers of binge drinking and the signs of alcohol poisoning. The [NAME OF ORGANIZATION] members from [SCHOOL NAME] raised awareness about alcohol overdose and shared vital information about Medical Amnesty laws by [ONE LINE DESCRIPTION OF EVENT]. The event was a success, reaching more than [# OF STUDENTS] and raising [AMOUNT] for Aware Awake Alive.

According to a study conducted by the NIAAA (National Institute on Alcohol Abuse and Alcoholism), an average of 24 college students between the ages of 18 and 24 die every month from alcohol overdose. "Alcohol poisoning can affect anyone, and unfortunately, young adults don't always know their limits. By collaborating with Aware Awake Alive and hosting [EVENT NAME], [INSERT NAME OF ORGANIZATION] helped spread a life saving message by educating those in attendance on the dangers of binge drinking, the signs of alcohol poisoning and how to take proactive steps to prevent loss of life." said [NAME], [NAME OF ORGANIZATION] for at [SCHOOL NAME]. [OR ADD YOUR OWN QUOTE].

[DETAILS ABOUT EVENT]

[QUOTES FROM OTHER PARTICIPANTS/SCHOOL OFFICIALS]

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On December 2, 2008, Carson Starkey died of acute alcohol poisoning at the age of 18 due to a fraternity-hazing incident where he was compelled to drink large quantities of alcohol. After the death of their son, the Starkey family formed Aware Awake Alive. The nationally-focused organization works with high school and college campuses to prevent loss of life to alcohol poisoning by educating teens and young adults on the dangers of binge drinking and signs of alcohol overdose through a realistic, non-judgmental approach. Through a national awareness campaign, the organization is working daily to dispel the myths of alcohol poisoning.

For more information about Aware Awake Alive, visit [awareawakealive.org](http://awareawakealive.org)

# SAMPLE DONATION REQUEST

Dear [NAME OF BUSINESS OWNER – When possible, please use an individual’s name and avoid using “To Whom It May Concern”],

On average, 24 college students, ages 18 to 24, die every month from alcohol overdose, according to the National Institute of Health. The [NAME OF ORGANIZATION] at [SCHOOL NAME] would like to invite your company to participate in our [EVENT NAME] on [MONTH] [DAY], [YEAR] benefiting Aware Awake Alive, a non-profit dedicated to educating teens and young adults about the dangers of binge drinking and signs of alcohol overdose.

Alcohol poisoning can affect anyone, and unfortunately, young adults don’t always know their limits. To help change the culture of binge drinking on college campuses, we are partnering with Aware Awake Alive, a nationally focused non-profit working to dispel the myths of alcohol poisoning through a realistic, non-judgmental approach.

By collaborating with Aware Awake Alive and hosting [EVENT NAME], [NAME OF ORGANIZATION] will help to empower college students on our campus with the tools to recognize if a friend is in danger of losing their life. To successfully meet our goal of reaching [# OF STUDENTS] and raising [GOAL AMOUNT] by [MONTH] [DAY], we are planning [BRIEFLY LIST SPECIFIC EVENT DETAILS AND ACTIVITIES].

We believe that the problem of unhealthy alcohol use is a community problem and see the importance of collaborating with all who are affected by this issue. As a leader in the community, will you support [NAME OF ORGANIZATION] fundraising campaign by making a tax-deductible contribution of [AMOUNT OR ITEM BEING REQUESTED]? In exchange, we will include the name of your business on all digital and print materials associated with the event and [INCLUDE OTHER BENEFITS, IF AVAILABLE].

Please feel free to contact me at [PHONE NUMBER] to discuss ways your company can participate in [NAME OF ORGANIZATION]’s [EVENT NAME]. For more information on Aware Awake Alive’s work, please visit [awareawakealive.org](http://awareawakealive.org). I appreciate your consideration and look forward to hearing from you.

Sincerely,

[YOUR NAME]