

## The Pass it On Challenge

The Pass It On Challenge campaign will be a multi school competition in the DC area involving three or more of the major universities in the region.

The campaign will release or distribute five hundred numbered flyers on each campus. The flyers and the campaign will encourage students to donate any amount, either through the Wider Circle website or at their campus bookstore, and then sign the flyer and give it to someone else who will do the same.

There will be a challenge page on A Wider Circle's webpage containing stats for each school and for each individual flyer. Not every flyer will survive, which is part of the fun of the campaign; some flyers will get only a few signatures and donations while others will perhaps get many. People can check back on the website anytime during the month to see if their flyer is still in circulation.

The Pass it On Challenge campaign attempts to negate the bystander effect that can sometimes happen with traditional flyer campaigns by creating a limited amount of numbered flyers to be circulated through each of the campuses.

The idea is that if someone receives an individualized limited edition of a flyer during this competition they will be less likely to ignore or discard it.

The campaign is designed to tap into students' competitive spirit as well as their school spirit. The signatures that the flyers receive will also work to offer social proof of people participating and donating. Even though this campaign will start with physical flyers, of course people will also be encouraged to mention their participation in the campaign on social media.

Besides raising donations, this campaign hopes to get as many students to visit A Wider Circle's website as possible. By making the campaign a month long event students will be able to check up on the Wider Circle challenge page throughout the month to see how their school and their individual flyers are doing.

Students are an important demographic as they are often near the start of their charitable life. Once they are engaged with a particular organization they will hopefully stay engaged with them throughout the rest of their life. This campaign aims to reach a large number of students in the DC area.