

ABOUT ONE LOVE:

One Love was founded in 2010 after Yeardley Love, a senior at the University of Virginia, varsity lacrosse player, and member of Kappa Alpha Theta, was killed by her ex-boyfriend. After her death, Yeardley's friends and family were stunned to learn that 1 in 3 women and 1 in 4 men will be in an abusive relationship in their lifetime. One Love exists because Yeardley was killed and her death was avoidable. Today, we work to ensure that everyone has information about unhealthy and abusive relationships that Yeardley, her friends, and her family did not. We want everyone to understand the difference between healthy and unhealthy relationship behaviors and have the tools to help themselves and their friends.

WHY ONE LOVE:

As Zeta Psi's preferred charitable partner for the 2018-19 school year, your chapter can not only fundraise on behalf of One Love, but also incorporate education around healthy and unhealthy relationships into your chapter programming. These workshops can meet the requirements of mandated programming around topics of healthy and unhealthy relationships, relationship abuse, bystander intervention, and consent put in place by university councils and your national organization. They fit well into programming for your individual chapter, as well as education for Interfraternity Councils (IFC)). Additionally, One Love will continue to support Zeta Psi's Leadership Training Institutes (LTIs) throughout the 2018-19 school year.

HOW TO BRING A ONE LOVE EDUCATIONAL WORKSHOP TO YOUR ZETA PSI CHAPTER:

Below are steps you can take to commit to the One Love mission.

- **Escalation Workshop:** The Escalation Workshop is a 90-minute, film-based experience that helps young people start conversations about the importance of recognizing and stigmatizing unhealthy relationship behaviors before they turn into abuse. *Escalation* follows a fictional, college-aged couple through their relationship and trained facilitators lead a follow-up conversation afterwards. One Love provides free, online facilitator training to lead the Escalation Workshop with your chapter.
- **Behind the Post Workshop:** Billions of photos are posted to social media every day, but you can't always see the big picture through the small ones, especially when it comes to unhealthy relationships. Behind the Post starts a 45-minute conversation about the impact of social media on our relationships.

Fraternity men play a critical leadership role building the One Love movement nationally, and we've established incredible partnerships with national organizations, collegiate IFCs, and individual chapters over the years. Thank you for being part of the movement to end relationship abuse by educating your chapter about healthy and unhealthy relationship behaviors.

Contact Annie Forrest, Engagement Manager for Fraternity and Sorority Partnerships, at annie.forrest@joinonlove.org to bring these discussions to your Zeta Psi fraternity chapter.

ABOUT PHILANTHROPY AND COMMUNITY FUNDRAISING:

Community fundraising is an opportunity to help the One Love mission by raising dollars that support education around healthy and unhealthy relationships. Through community fundraising, you can get involved in One Love's work in your own way – you pick the fundraiser and you pick the time!

These funds will be used not only to further One Love's educational footprint across the United States, but also to be put directly back into supporting Zeta Psi's Regional Leadership Training Institutes (LTIs). Your hard work raising funds will simultaneously impact Zeta Psi chapters on the educational front by providing high-quality, engaging workshops for members.

HOW TO BRING A ONE LOVE COMMUNITY FUNDRAISER TO YOUR ZETA PSI CHAPTER:

Below are some fundraising ideas to offer a little inspiration.

- **Poker Tournament:** Find a location to host a tournament. Ask local businesses to donate food and prizes and charge an entry fee to play.
- **Dodgeball or Kickball Tournament:** No need to tell you how to play these games. Charge an entry fee for teams and play ball.
- **Trivia Night:** Host a Trivia Night where teams compete against each other. Have prizes for winners and collect donations. You can even have teams compete in peer-to-peer fundraising to see which team can raise the most money and announce the winning team that night.
- **High Heel Run:** Recruit people to participate in a high-heel race. Find a short course, provide food, music, and a fun atmosphere and let the stilettos do the rest!
- **Puppypalooza:** Who doesn't love playing with dogs? Work with a local animal shelter to have puppies available for a cuddlefest. The dogs will get socialization and potential homes and people pay a fee to take a break from studying to cuddle with pups. Have food and music to make it a true festival atmosphere.
- **Lip Sync for Love:** Have students form teams and compete to win the Lip Sync for Love title. This is a flagship event for One Love, so be sure to connect with Shera Salgado Easter about details.
- **Create your own!** Your chapter may already have an annual event that people know is your chapter's signature philanthropy event, so don't let these other ideas stand in the way. Keep fundraising the way you have in the past and we can provide logos and marketing templates to brand for One Love.

The sky is the limit for fundraising! If you have a fundraising idea that has worked for you in the past, you should absolutely stick with that. You can choose to raise money however you want, whenever you want, and we are here to help. Contact Shera Salgado Easter, Director of Community Fundraising, at shera.salgadoeaster@joinonelove.org for any assistance with hosting and organizing your fundraiser for your Zeta Psi fraternity chapter.

