



The Max Gruver Foundation | Alpha Delta Pi | Sigma Chi

**#STOPTHEHAZING**

PR and Social Media Guide for National Hazing Prevention Week  
September 23rd - 27th, 2019



# About the Campaign

#StoptheHazing #FlyHighMax

In 2017, Alpha Delta Pi sister Rae Ann Gruver and her husband Steve lost their son to a hazing incident at Louisiana State University. Since Max's death, Steve and Rae Ann have traveled across the country sharing Max's story. This year, Alpha Delta Pi, Sigma Chi Fraternity, and the Max Gruver Foundation will partner for our annual Stop the Hazing campaign.

We thank the Alpha Delta Pi Foundation and the Max Gruver Foundation for their support on this campaign.

## Schedule for Chapters and Associations

### Week 1 (September 3-6)

Email all chapter/association members and campus/community members announcing the campaign. Include the video and press release.

### Week 2 (September 9-13)

Announce the campaign on social media. Share the video and Facebook frame.

### Week 3 (September 16-20)

Email members to reinforce the importance of the campaign and post campaign reminder on social media.

### Week 4 (September 23-27)

#### National Hazing Prevention Week

Table on your campus (with Sigma Chi if you have a chapter on your campus) and share Max's story. Have students sign the pledge cards and encourage them to post on their social media.

Share hazing prevention posts on chapter/association social media.

\*Tag @alphadeltapi and @sigmachis in your pictures on social media



# Social Media

## Sample Posts

1. More than 200 university students have died due to hazing in the United States since 1838. We need to do something to #StoptheHazing. Alpha Delta Pi has partnered with the Max Gruver Foundation to end hazing on college campuses. Support us during National Hazing Prevention Week, September 23-27, by posting using the hashtags #StoptheHazing #FlyHighMax.
2. Hazing is any action taken or any situation created intentionally that causes embarrassment, harassment or ridicule and risks emotional and/or physical harm to members of a group or team, whether new or not, regardless of the person's willingness to participate. We challenge you to #StoptheHazing #FlyHighMax
3. Did you know? More than half of students in colleges and universities involved in clubs, sports teams and organizations have experienced hazing. #StoptheHazing #FlyHighMax
4. National Hazing Prevention Week (NHPW) is an opportunity for campuses, schools, communities, organizations and individuals to come together and talk about hazing in their communities, raise awareness about the problem of hazing, educate others about hazing, and promote the prevention of hazing. #StoptheHazing #FlyHighMax

## Facebook Profile Frames

We encourage everyone to update their Facebook profile picture to promote the #StoptheHazing #FlyHighMax campaign now through September 27th for National Hazing Prevention Week.





# Additional Information

## Follow:

Fly High Max @flyhighmax

Alpha Delta Pi @alphadeltapi

Sigma Chi @sigmachi

Use the hashtags #flyhighmax  
#stopthehazing

Visit [www.maxgruverfoundation.com](http://www.maxgruverfoundation.com) for more ways you can take action against hazing.

## Questions about the campaign?

Contact **Cristina Perez-Simmons**,  
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