RHARCulture Day

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Recruitment
Problem

750 freshmen signed up for IUDM 2018

... Only 400 made it to the marathon

There were few to no events outside of the RHARC meetings that allowed freshmen to form friendships and a deeper connection to IUDM prior to the marathon.
RHARCulture Day
What is RHARCulture Day?

- Fundraising event exclusive to freshmen run by both the Recruitment Committee and Emerging Leaders
- Gives freshmen the ability to:
  - meet other people who are interested in registering/have registered for IUDM 2019 as well as committee members
  - learn ways to fundraise and can effectively
  - get a taste of the energy at the marathon and how IUDM impacts Riley Hospital for Children
Specifics of the Event

When: 11am – 3pm on a Saturday without a home football game

Where: Tree Suite in the Union

What:

- Stations focusing on (1) registering, (2) fundraising, (3) canning and (4) fun facts
- Volleyball tournament: RHARC members form teams and pay an entrance fee of $3 per person (price subject to change), winner gets money for donation to their page
- Riley stories
- Apparel auction halfway through event
- Morale teaching part of the 2018 line dance
- Fundraising incentives (reach a goal, committee member gets pied in the face)
- Food: pizza and drinks
- Total Reveal (show them the hype!!)
Logistics

Potential Costs

- **Pizza and Drinks**
  - Get Dominos to donate like they have in the past
  - OR
  - Order from Papa Johns
    - IUDM40 will allow IUDM to get a percentage of the cost in donation

- **Apparel Auction**
  - Donated by alumni or current committee members

Riley Kids

- Working with Riley Development to have Riley kids come, hang out and tell their story to show the freshmen the impact they can have
Spreading the Word

Emerging Leaders
- New to the Recruitment Committee, EL is a subcommittee that allows freshmen who previously participated in DM in high school leadership opportunities among their peers.
- We would have EL help us plan the event and be a resource for their peers at the event.
- Having fellow freshmen promote the event may make others want to go more.

Tabbed Flyer
- Created a flyer with the dates of the event, QR code to register for IUDM 2019 and pull off tabs for the registration site.
- Place the flyer in multiple locations on campus:
  - Mailboxes
  - By elevators in dorm buildings
  - Freshmen Facebook page
  - Ask RAs to send in floor group chats.
RHARCulture Day

Date:..... Location:..... Time:....

Scan me

Try our QR code!
Q & A