



DOOR HOLDING CAMPAIGN
By: The Social Excellence Project

This is one of the more creative ideas that we've seen. Think of the most trafficked buildings on campus – the library, the dining hall, the student union. Now picture one of your members, sharply dressed, holding the door open for people and saying “have a nice day.” A few paces inside the building stands another sharply dressed member. They might ask something like, “Did you notice that student that held the door open for you? We are trying to prove that decency is not dead, and this campus is full of wonderful human beings. (Hands an index card and pen) Who are the kindest people that you know on this campus? We would like to interview them for a scholarship/award etc.”

The Door Holding Campaign can be a great PR tool for your organization in addition to ADDING A BUNCH OF NAMES TO YOUR LIST.

