



## International Badge Day Celebration Ideas

### Online

- Join the International Badge Day event on Facebook. [RSVP to the event](#) and share the event from your account or your College Panhellenic or Alumnae Panhellenic Facebook page. Ask your member associations or chapters to post on their pages as well.
- Post the International Badge Day logo ([download from npcwomen.org](#)) on your Panhellenic website, and ask your member associations or chapters to post on their pages.
- Change your profile picture on March 1, 2021, to a photo of your sorority's badge.
- Change your status on Facebook on March 1 to read, "#IWearABadge today to celebrate the sorority experience with members worldwide."
- Post a photo of your badge day celebration event on the International Badge Day Facebook event page.
- Share your photos, celebrations and thoughts about International Badge Day on Twitter, Instagram and other social networks by marking your posts with #BadgeDay21. Tag @NPCWomen for an opportunity to be featured on NPC's social media.
- Share your sorority story using #BadgeDay21 on Instagram, Twitter and Facebook.
- Feature stories of sorority women who have made history in your community or from your campus using #IWearABadge and #BadgeDay21.

### In Person

- Wear your badge with pride all day.
- Invite members of NPHC, NALFO, NAPA and NMGC organizations to join you in planning a celebration event on your campus or in your community.
- Host an information booth at your campus student union.
- Plan to wear your badge in the workplace and invite your sorority colleagues to lunch.
- Host a regional/local Alumnae or College Panhellenic luncheon, and discuss your sorority history and the ideals upon which your founders built your organization.
- Select a philanthropy in your community and donate sorority service hours to that cause.
- Honor distinguished alumnae from your organization with a luncheon or dinner event.
- Use "Wear Your Letters on Your Heart" as a recruitment theme.

### Media

- Organize leaders of your Alumnae and College Panhellenics to ask your governor or your state legislature to pass a proclamation or resolution recognizing March 1, 2021, as Panhellenic or Sisterhood Day.
- Ask your mayor to pronounce March 1, 2021, as Panhellenic or Sisterhood Day in your city.
- If you have a public International Badge Day event, send a press release or media alert to the local campus newspaper and/or your community newspaper.
- For quick media updates, consider sending a "Fast Fact" sheet to your favorite reporter or editor.

### Contacting the Media

1. Contact your local or college newspaper by phone first and ask who the appropriate contact is to receive the information.
2. Send the press release or media alert by email to the appropriate contact.
3. Check the local or college newspaper's website to see whether you can submit the information directly via an events calendar form.