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"Do You See Orange?" – Moving from Awareness to Action

Thank you for leading the "Do You See Orange?" campaign on your campus. This is an exciting and unique tool to saturate your campus with basic awareness of global AIDS, especially its affects on children in sub-Saharan Africa. But this campaign is only a tool – you must decide how you will use it to move your campus from awareness to action.

Below are some helpful ideas on how to **mobilize** the students participating in the "Do You See Orange?" campaign, **inform** hearts and minds on campus about the global AIDS pandemic, and **activate** your campus to respond in a meaningful way.

Mobilize :

Train your volunteers. The success or failure of your "Do You See Orange?" campaign depends on how well your volunteers are trained, resourced and utilized. When recruiting students, make sure to diversify by classes, dorms, and disciplines so that shirts are well spread around campus. However, involvement in "Do You See Orange?' is more than wearing a t-shirt. After recruiting, make sure each volunteer is informed on the issue so they can answer questions he or she may be asked.

Resource volunteers. Here are some helpful resources you may want to provide:

- A one-pager on AIDS and your activities that you'd like everyone to know
- Quarter-sheet handouts that volunteers can distribute
- "Do You See Orange?" graphics or pictures of students in ORPHAN shirts to post on Facebook profiles
- Training for volunteers who want to learn more

Other things volunteers can do. You should also encourage and utilize students who want to do more. These students will be able to publicize the campaign and help with events and activities on campus. Here are some specific ideas:

- Volunteers **can help create and hang publicity posters around campus**. You can post simple "Do You See Orange?" posters to intrigue the campus before the campaign and change them to "Do You See Orphans?" posters once it kicks off. You can also advertise events and activities of the week.
- **Have tables in key locations on campus** where students can learn about the campaign and get involved during the week. Volunteers can help staff these and share their passion throughout the week.

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Inform:

Use story to educate hearts and minds. This campaign is an effective tool to mobilize your campus, but a movement will not begin if students don't understand the issue and importance of mobilization. Consider hosting events on campus that will help give participants a greater understanding of global AIDS and its impact on millions around the world. Because the shirt campaign does a good job of making a statistic a reality, consider ways to tell individual stories of those affected, of those who are on the frontline, and of those whose lives have been touched by their involvement. Here are some ideas for possible forums:

- **Invite students to share their experiences** from trips to communities affected by AIDS or local volunteering experiences. Some students may be willing to share personal stories about loved ones affected by HIV and AIDS.
- **Find faculty who can speak about HIV and AIDS** or have a panel of professors from various academic disciplines talk about how their subject area interacts with the pandemic.
- **Look for local organizations** who can provide local experts or even HIV-positive clients who are willing to share their stories.

Recommended films. Documentaries are powerful ways to learn more about a subject because they can easily transport you to locations and introduce you to people you couldn't otherwise encounter. Below are some films that Acting on AIDS recommends and can potentially assist you to find for group showings:

- *Angels in the Dust* – This is the inspiring story of Marion Cloete, a university-trained therapist who—with her husband and two daughters—fearlessly walked away from a privileged life in a wealthy Johannesburg suburb to establish Boikarabelo (formerly Botshabelo), an extraordinary village and school that provide shelter, food, and education to more than 550 South African children. *www.participantproductions.com*
- *A Closer Walk* - This is the first film to depict humankind's confrontation with the global AIDS epidemic. For the film, more than 50 women, men, and young people have been interviewed or profiled in the following regions and locations: Uganda, South Africa, Haiti, Switzerland, India, Nepal, Ukraine, Cambodia, and various locations in the United States including New York City, Kansas City, San Francisco, and Cambridge. *www.acloserwalk.org*
- *Yesterday* – This film is the first international feature film ever shot in the Zulu language, and is the first South African film to receive an Oscar® nomination. Set against the awesome, harsh landscapes of South Africa, Yesterday is an eloquent, unsentimental film that quietly builds an overwhelming emotional force. *www.hbo.com*

Events that promote community. Another way for students to learn more about AIDS is by simply talking with one another. Some of the best Acting on AIDS events are not centered merely around education but around community. Using local bands and free food, you can host benefit concerts or "coffeehouses" that will allow students to mingle and talk about the campaign and the issues that it focuses on. Of course, showing short films from the Acting on AIDS DVD or having a short presentation may help spark conversation as well.