

# *How the Disruption Impacted a PR Portfolio/Community Class*

- We just discussed the challenges on-line learning brings—and the many platforms and options
- Let's go back to when it all started and look how it impacted a required PR class who worked with the community
- The class last spring had only 6 more weeks left



# **“Do Better” for Steve**

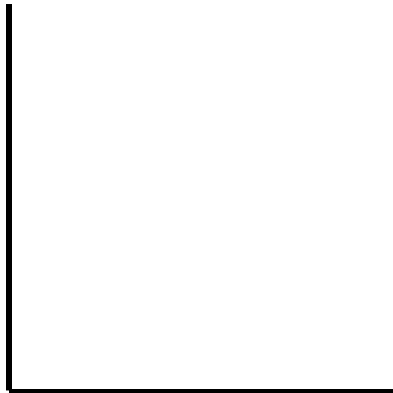
PR Portfolio Class

Spring 2020

We are honored to have dedicated this semester in the memory of our fellow Eagle, Steve Cammarota, 2018

# MISSION STATEMENT

The “Do Better” campaign was established by the family of Steve Cammarota to honor his legacy. Through this campaign, we hope to encourage and engage people to serve their community through events and programs, and ultimately make the world a better place. For Steve, we will “Do Better”.



# TEAMS

- Marketing
- Community-Based Volunteering
- Events/Fundraising



For Steve, we will  
**Do Better.**

**Monday 3/2 (12:30-3pm), Tuesday 3/3 (7-9pm)  
Wednesday 3/4 (8-11am) - Bake Sale**  
Anderson / Letts Halls, AU

**Monday, 3/23 - Trivia Night @ Breadsoda**  
7:30pm - Breadsoda - 2233 Wisconsin Ave NW

**Thursday, 3/26 - Volunteer Fair**  
2:00-4:00pm - The Quad, AU

**Thursday, 4/9 - Blood Drive (TBA)**  
9:00am to 2:00pm - Don Myers Technology and Innovation Center

**Thursday, 4/9 - Live Music @ The Bridge**  
7:30pm - The Bridge, AU



The Do Better campaign was established by the family of Steve Cammarota to honor his legacy. Steve was an exceptional member of the American University and DC communities and was known for dedicating his life to others. Our mission is to encourage and engage people to serve their community through events and programs, and ultimately make the world a better place. For Steve, we will Do Better.



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Event Calendars

# Challenges

As we faced the current pandemic, we had to change our plans. Together, as a class, we worked virtually and implemented as much as possible, to continue the importance to “Do Better”.

Our work:

- Suggesting ways to do community services
- A live music event and a trivia night
- Creating and recommending activities to do home such as virtual museum tours





EagleTHON



**BAKE SALE**

**ITS SWEET TO DO BETTER**

Monday, March 2nd  
From 12:30-3:00 pm  
@ MGC





**It's sweet to Do Better**

Wednesday, March 4th      From 8:00 - 11:00 am      At Anderson

**BAKE AND COFFEE SALE**



**Bake Sale**

**IT'S SWEET TO DO BETTER**



Monday, March 2nd  
From 12:30-3:00 pm  
@MGC



Bake Sale

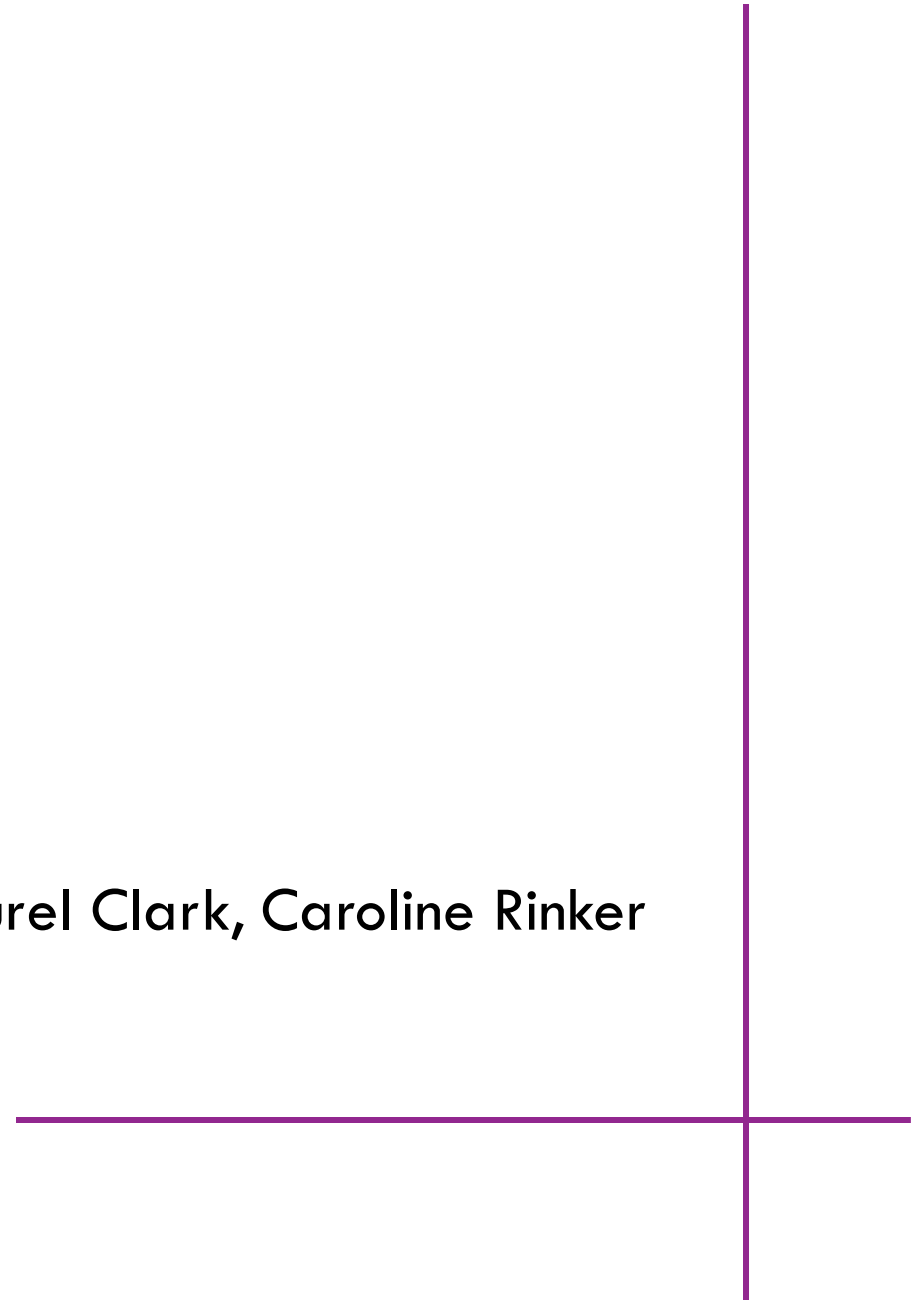




Trivia Night & Live Music

# Community-Based Volunteering Team

Elizabeth Edwards, Halle Howard, Jolene Levesque, Laurel Clark, Caroline Rinker



# Valentine's Tabling Event

Planning

Self, Loved Ones, Family, and Friends

Email Sign-up List



# Blood Drive

Scheduled for April 9 2:30-8:00PM

Securing a space on campus

14 Pledges to Donate



Blood Drive  
Thursday, April 9, 2020  
2:30-8 PM  
Katzen Arts Center

Name	Email	Phone Number
Jolene Levesque	jl7120a@student.american.edu	603-244-9550
Tara Cameron	tc8956a@student.american.edu	401-305-8957
Jullanna Kubik	kubikjuli@gmail.com	925-628-0492
Emma Casady	ec8936a@student.american.edu	774-279-2213
Riyo Moore	riyo.moore@gmail.com	810-755-2377
Colleen Baldwin	cb3567a@student.american.edu	610-551-2752
Juanita Sanmiguel	js5055a@student.american.edu	202-341-6382
Sabrina Sampson	ss9763a@student.american.edu	203-231-3194
Neco Milillo	nm1500a@student.american.edu	203-810-9231
Abby Bacardi	ab7406a@student.american.edu	720-519-8529
Caroline Rinker	cr1063a@student.american.edu	228-238-6530
Laurel Clark	lc8122a@student.american.edu	917-553-3471
Lucas Stockslader	ls8923a@student.american.edu	716-580-3602

# Blood Drive

Blood Drive Tool Kit

Hometown Blood Donations

Stickers



# Highlight Reel

HEALTH



## ACHILLES INTERNATIONAL

**ABOUT US** We are an international non-profit working to empower people with disabilities to participate in running events.

**WHO WE HELP** People with all types of disabilities.

**WHAT WE NEED**

- Volunteers
- Monetary Donations

LEARN MORE!

HEALTH



## MAKE-A-WISH

**ABOUT US** We are a national non-profit working to create life-changing experiences for critically ill kids and inspire hope.

**WHO WE HELP** Children diagnosed with a critical illness

**WHAT WE NEED**

- Monetary Donations
- Donations of Airline Miles
- Adopt-A-Wish Partners

LEARN MORE!

ENVIRONMENT



## TREES FOR THE FUTURE

**ABOUT US** We are a Maryland non-profit working to create sustainable agricultural solutions to end poverty.

**WHO WE HELP** Communities in Sub-Saharan Africa

**WHAT WE NEED**

- Monetary Donations
- Ambassadors

LEARN MORE!

LGBTQ+ RIGHTS



## Human Rights Campaign

**ABOUT US** We are America's largest civil rights organization working to achieve LGBTQ equality.

**WHO WE HELP** Individuals in the lesbian, gay, bisexual, transgender, and queer communities.

**WHAT WE NEED**

- Student Members
- Donations
- Car Donations

LEARN MORE!

# Influencers

## Health Organizations

- Rare Disease Day US
- National Organization for Rare Disease, Inc.
- PAN Foundation
- American Autoimmune Related Disease Association, Inc.

## Campus organizations

- AU Eagle
- Her Campus
- SpoonU
- AmLit blog

## List of survey organizations

- Make-A-Wish
- Achilles International
- Trees For The Future
- Human Rights Campaign
- Latino Student Fund
- Urban Adventure Squad
- Horton's Kids
- We are Family
- One Tent Health
- Reading Partners
- Thrive DC

## Professors at AU (Laurel has reached out to some)

- Professor Mollica, Meiller, Kobernak, Streitmatter, Schnure, Riddick, Parell, Talan, Karavanov, Shane, Patterson, Fitzpatrick, Bernardini, Marek
- Katie Fults in HRL
- AUX TA-Katie Stadler
- Nadir in FSL
- AUSG Angela Chen
- KPU President Kevin Norton
- Cavlin Haney (Center for Student Involvement Director)
- Evert Finger- Center for Community Based Learning
- RHA VP of Recognition AC Hall Council-Sierra Sanchez

## Celebrities

- Greta Gustafson
- Rascal Flatts
- Sara Evans
- Patti Labelle
- David Spade
- John Krasinski

# Influencers

- Her Campus responded and passed on to writers
- 497 Impressions from John Krasinski, Rascal Flatts, and Sara Evans tweets
- Latino Student Fund shared our Instagram highlight to 605 followers
- One Tent Health shared Instagram highlight (266 followers)
- Professors Parell and Talan shared with classes and on FB
- 1645 impressions from LSF, OTH and professors
- Shared with Kennedy Political Union members



# **Fundraising and Legacy Team**

Mikael Bernard, Carissa Campo, Emma Casady, Zach Dore, Ty Guzman-Touchberry, Sabrina Sampson, Grace Strong, Colleen Wachenfield

# Eaglethon Involvement

\$720 (Top 10!)

Acapella groups that performed inspired us to include various campus groups in our live music night

Tripled initial goal of \$200

All proceeds went to Children's Miracle Hospital

Top Teams	
	EagleTHON Planning Team \$15,739.85
	Phi Mu \$6,731.49
	Alpha Xi Delta \$1,804.00
	Lambda Chi Alpha \$1,096.00
	Gentlemen of Unusual Size \$1,054.00
	Alpha Epsilon Phi \$759.00
	HOSA \$649.00
	Zeta Beta Tau \$520.18
	Do Better \$520.00
	PhiDE \$430.00



# Bake Sale

3 Day Event in Freshman Dorms and MGC

## Results:

Day 1 - Raised \$67

Day 2 - Raised \$27

Day 3 - Raised \$94

**Total Earnings: \$188**



Do Better Campaign presents...

## AUTOIMMUNE AWARENESS MONTH BAKE SALE

MONDAY, MARCH 2 @ 12-3:30PM  
MGC

TUESDAY, MARCH 3 @ 7-9PM  
ANDERSON

WEDNESDAY, MARCH 4 @ 8-11AM  
ANDERSON

Facebook - DoBetter4Steve  
Instagram - @dobetterforsteve  
Twitter - @DoBetter4Steve

## DO BETTER EVENTS

MARCH 23	MARCH 26
<p><b>TRIVIA NIGHT</b></p> <p><b>Where:</b> Breadsoda 2233 Wisconsin Ave NW <b>When:</b> March 23rd <b>Time:</b> 7:30pm</p> <p>Win your bar tab, 50/50 raffle, happy hour prices with purchase of wristband (\$5)</p>	<p><b>VOLUNTEER FAIR</b></p> <p><b>Where:</b> AU Quad <b>When:</b> March 26th <b>Time:</b> 2:00-4:00pm</p> <p>A range of organizations are coming to campus to talk about some of the opportunities they have to offer.</p>
APRIL 9TH	
<p><b>BLOOD DRIVE</b></p> <p><b>Where:</b> TBD <b>When:</b> April 9th <b>Time:</b> TBD *We will contact you for further details*</p> <p>Donate blood to the Red Cross!</p>	<p><b>LIVE MUSIC NIGHT</b></p> <p><b>Where:</b> The Bridge <b>When:</b> April 9th <b>Time:</b> 7:30pm-9:00pm</p> <p>Join us for a night of live music, food, and raffles! Win tickets to The 1975 concert, Cactus Catina and Dolcezza gift cards &amp; much more</p>

@DoBetter4Steve  
 @dobetter4steve  
 @dobetterforsteve



# Trivia Night

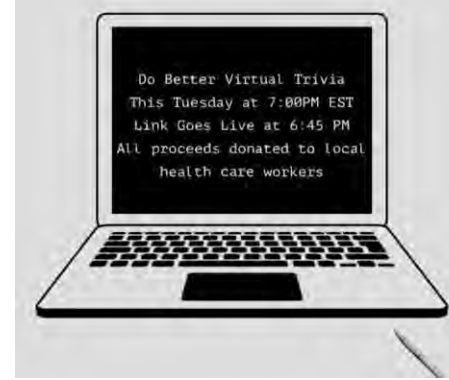
## Original Plan:

- Monday, March 23<sup>rd</sup> at Breadsoda
- 50/50 Raffle
- 10% of proceeds from the evening will be donated
- \$5 wristband for happy hour prices
- Trivia teams from 2-10 people



## New Plan:

- Kahoot & Facebook Live on April 7
  - FB Live reached 583 people with 119 engagements
- 4 categories with 10 questions each
  - Categories: Movies/TV, Music, DC, Pop Culture
- Raised **\$441** and had over 45 players
- Prizes: Cactus Cantina gift cards, District Taco gift cards, Earth Treks day passes

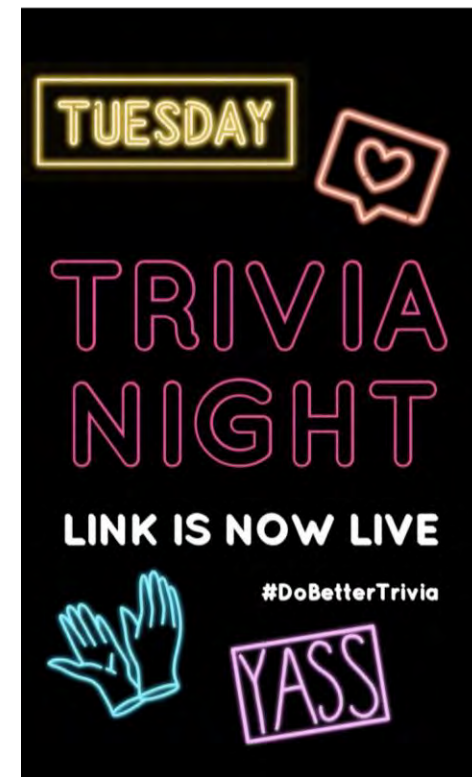


Gemma Puglisi's PR Portfolio class presents

## Do Better Digital Trivia Night

Venmo \$3 (any additional donations welcome) to @dobetter4steve for entry

Tuesday, April 7 - 7:00 PM  
Prizes include:  
Cactus Cantina giftcards  
Senate Gallery passes  
District Taco giftcard  
Earth Treks passes  
...and more!!

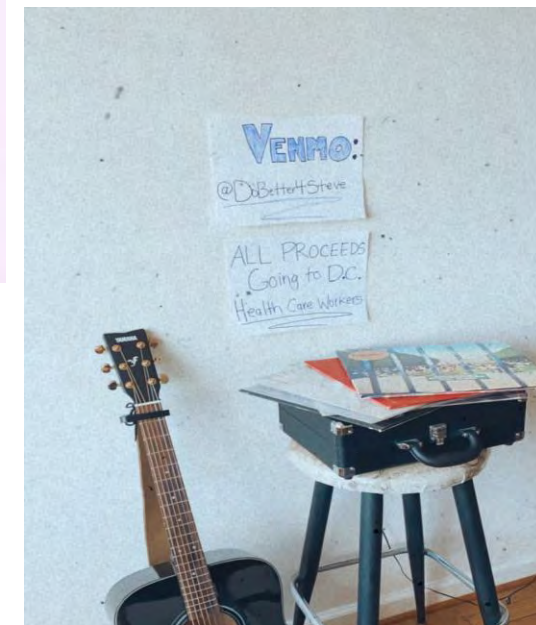


# Live Music Night

**Original Plan** - Hosted at The Bridge on April 9<sup>th</sup> with a raffle and food sold

## **New Plan:**

- Instagram Live event; “Live Music: Doing Better From Home on April 11<sup>th</sup>”
  - 7 performers: AU students, faculty & friends of students
  - Over 330 unique audience members & over 300 comments
  - Raised **\$1,172** as of 4/11, bringing the total of raised funds to **\$1,800**
  - All of the posts surrounding the event garnered a reach of over 3,000 people




# Live Music Night



NECK  
TRAP BLUES  
PERFORMING 4:14-4:29PM EST  
@NECKBARHAM



JULIAN BARO  
CONTEMPORARY ARTIST  
PERFORMING 3:22-3:37PM EST  
@JULIAN\_ALEJANDRO



ISA RAMIREZ  
SINGER/SONGWRITER  
PERFORMING 3:57-4:12PM EST  
@ACCA.BDLA




MADDIE SHAPIRO  
SINGER/GUITARIST  
PERFORMING 3:05-3:20PM EST  
@MADDIEESHAPIRO



JULES  
SINGER/SONGWRITER  
PERFORMING 4:30-4:45PM EST  
@JULESSMUSIC



ARAM SINNREICH  
ASSOCIATE PROFESSOR  
SCHOOL OF  
COMMUNICATIONS  
PERFORMING 3:40-3:55PM EST



GS  
HIPHOP ARTIST  
PERFORMING 4:45-5:00PM EST  
@GSOFFICIALMUSIC



Do Better  
@dobetter4steve

\$1,800.00 in Venmo [Transfer balance](#)

Home



# Student Achievement Award in Steve's name

- First draft sent Feb 26
- Follow up sent March 31



The Do Better Team:

Abby Bacardi  
Mikael Bernard  
Carissa Campo  
Emma Casady  
Laurel Clark  
Zachary Dore  
Elizabeth Edwards  
Caleb Gleit  
Xiaodi Gu  
Tyler Guzmantouchberry  
Halle Howard  
Samantha Jaffe  
Victoria Karam  
Jelene Levesque  
Juanita Montoya Sanmiguel  
Wanlin Wu  
Caroline Rinker  
Sabrina Sampson  
Grace Strong  
Jani Tan  
Colleen Wachenfeld

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Professor Gemma Puglisi  
Public Relations Portfolio  
School of Communication

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February 26, 2020

Dear Provost Myers,

We hope this letter finds you well during this uncertain time. As a committee, we would like to emphasize how grateful the AU student body is to the leadership and thoughtfulness shown by AU Administration during the Coronavirus pandemic. We are following up on our initial email to you about honoring an AU Eagle by naming a Student Achievement Award after him. On behalf of Professor Gemma Puglisi's Public Relations Portfolio Class (SOC), we write to ask your consideration in making a Student Achievement Award in the name of Steve Cammarota, a former AU Eagle, Class of 2018, who passed away this past August from a rare autoimmune disease.

This semester, we have the honor of working with Steve's family, whose goal is to remember their son by encouraging AU and the surrounding community to serve others through Steve's message: *Do Better*. Our job as the Legacy and Fundraising Team is to promote Steve's legacy and support students' efforts to *Do Better* academically and professionally. There have been some updates to our highlights since the pandemic, which include:

- Having a presence at the recent EagleTHON and raising \$756
- Tabling on Valentine's Day to raise awareness of the campaign
- Organizing a bake sale, a live music night via Instagram Live, a virtual trivia night using Kahoot, and a Do Better newsletter

On behalf of the Legacy and Fundraising team, we appreciate your taking the time to read our proposal to honor Steve Cammarota through a Student Achievement Award. Let us know if you have any questions. We so appreciate your consideration of this award and look forward to hearing from you soon. Thank you, Provost Myers.

Best Regards,

The Legacy and Fundraising Team

Emma Casady, [ec8936a@student.american.edu](mailto:ec8936a@student.american.edu), 774.279.2213  
Zach Dore, [zd6702a@student.american.edu](mailto:zd6702a@student.american.edu), 617.516.9115

Parents asked that the \$2,000 raised by the class go to the nurses at Georgetown University Hospital who took care of Steve during his last days





The nurses had  
a gathering and  
ordered shirts  
honoring Steve

