

## Community Outreach

COMMUNITY OUTREACH INVOLVES INCLUDING THE AREAS SURROUNDING YOUR CAMPUS IN YOUR EFFORTS TO EDUCATE, FUNDRAISE AND SPREAD AWARENESS ABOUT MALARIA.

### **1. Why do community outreach?**

Truly addressing the burden of malaria requires that people throughout the world understand how important and feasible do so. The more people you can educate, the closer we become towards alleviating the suffering and economic losses caused by malaria. Involving the community surrounding your campus expands the number of people you can educate about malaria, and also the potential fundraising you can do.

### **2. Community Events**

Keep in mind that most community members have even less interest in activism than the college community. Therefore, events should require as little initiative from the average community member, with the most impact possible. Here are some ideas:

1. Ask your local movie theater to screen a documentary about malaria, such as *Fever Road*.
2. Ask restaurants to donate a portion of their proceeds from one evening to the campaign.
3. Ask your local library to ask its “customers” to donate a dollar to the campaign for each book they take out.
4. Try to involve the community in as many on campus events and initiatives as possible—why give yourselves extra work if both the community and campus can be targeted together?