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About the Campaign
About the Campaign

Enactus teams can be found at 1600 colleges and universities in 36 countries the world over. Recruitment of new members to your team is vital to your team’s sustainability, your credibility with administration and most important, the impact you can have on enabling progress around the world. We’ve created this campaign to help you with your recruitment efforts.

This campaign is built upon the notion that Enactus members have a special ability to see opportunity where others may not readily see it. It is a trait that has sparked the start of thousands of projects and will help spark thousands more. We’ve created a tool to help visualize this trait—the Enactus dotted line. With this simple yellow dotted line you can frame objects or locations that you see as an opportunity and prompt passersby with the question, “What do you see? An everyday occurrence, or an opportunity?” By asking the students where they see interesting opportunities we can help seek out potential Enactus members while letting the rest of the campus community know that Enactus is about seeing opportunity, taking action, and enabling progress.
Big Picture

We first rolled this campaign out to our teams September 2013. We then launched a wider global visibility campaign designed to bring more global awareness to the Enactus brand. This campaign is ongoing and can be found at enactus.org/seeopportunity.

More than 400 teams participated in the campaign in the 2013-14 program year. We have and will continue to share examples of how they’ve taken the campaign materials and customized them to work with their team and in their campus environment through Enactus Worldwide social media, and on the new home of the campaign materials—enactus.org/seeopportunity/take-action/on-your-campus.

To keep the campaign refreshed and alive, we have added exciting new components to the campus resources section. While we’re working to radiate this theme through the business world, you can bring it to life on your campus and with your Business Advisory Board. There are opportunities to help create sustainable business practices and healthy communities all around us. Let’s help the world see them.
Tools to Support You with the Campaign
Foundational Support Elements

We want to be your partner in the implementation of this campaign. As such, we’ve provided you with three key tools to help you understand the campaign and how to use it on your campus.
The Digital Campaign Hub provides you with all of the resources you need to bring Enactus to life on your campus. It includes materials that were created for this campaign as well as additional useful resources.
Media Outreach & PR Plan

To ensure you are able to generate the most awareness in your community, we have provided an inclusive document outlining best practices for media outreach and public relations for your team.
Instructions Document

This document explains each piece of the campaign in detail and provides instructions on how to use the materials. We also give you tips to help you maximize your recruitment efforts on campus.

So keep reading!
Three-Pronged Campaign Strategy

The campaign is designed to **interrupt** students on campus, encourage them to **interact** with Enactus, and ultimately **inspire** them to join. If you strive to utilize these three strategies, your recruitment efforts will be fruitful.
Two Layers of Execution

Many of these materials were created for maximum flexibility. You can use them two ways.

• Use them as we’ve provided with minor customization of your team contact information
• Take advantage of the templates to create your own!

We’ve used actual Enactus projects to demonstrate how Enactus members see things differently. By creating your own materials, you can keep the stories relevant to your campus community by basing them on your own projects.

We’ve made it as easy as possible to customize the materials, giving you all the assets you need besides a few images and the projects themselves. You’re entrepreneurial! Have fun with this.
The case study videos are designed to see inside the process of an Enactus team project. We’ve created a case-study video of a project that was conceived and implemented by any Enactus team, but is presented in a way that any team could have conceived the project.

Even better, we are giving you the tools to be able to create your own case-study videos, so that the stories are as relevant as they can be to you and your campus community.
What
We have provided you with a case study video to show prospective members an intimate look at a real Enactus project. This video highlights how inspiration can be found in everyday things. The video we created is based on a case study that took a town’s waste problem and found not only a solution but an advantage. The small town, known for its oyster harvest, was overflowing with oyster shells. The local Enactus team saw an opportunity to start two new industries. They were able to boost the town’s economy, raise employment and create an environmentally friendly and cost-effective resource.

You can read the case study for this project in the Appendix.
Oyster Shell Case Study Video

Why
A video has the advantage of getting across important information in an entertaining way. By making the video accessible through, for example, your team’s Facebook page, you can help people understand what Enactus is all about in a format that’s both engaging and informative.

Where
There are many places where this video can be shared to maximize its exposure to potential members, including
• On your team’s social media page
• At an informational meeting
• Via email to students inquiring about Enactus
• School blogs, social media pages and other campus outlets like TV monitors
• Media outlets and websites
• One-on-one on your smart phone or tablet
• Presentations

Of course, you are not limited to those options.
Oyster Shell Case Study Video

How
This video will be accessible through the Enactus website. You can share access to the video by distributing the link or downloading and embedding it on social media sites. Not only does the video provide a case study that highlights how Enactus is about seeing opportunity, taking action and enabling progress, it also has space at the end for you to provide your specific team’s contact information. You will need to download the video in order to personalize it. Once you have included your team’s information you can upload the video to your group’s Facebook page by going to the “photo” section on your Facebook wall and choosing the “upload photo/video” option. This will allow you to access your computer’s files and upload the video.

Video formats available for download

.mov
.wmv
Custom Case Study Video

What
A template will also be available on the Enactus website for you to create your own custom case study video. Like with our other customizable materials, you will be able to pick an object (or objects) that you feel represents one of your projects and convey how something simple can lead to a big idea and a great outcome.

Why
In producing your own video, you can create a digestible explanation of the inspiration for, and the execution and realization of, your project idea. Your video can also be a portfolio piece to show future employers.

Where
In addition to the opportunities mentioned earlier, your customized video can be used in a competition setting to showcase either one of many of the projects your team implemented.
Custom Case Study Video

How

Customized videos can be created in iMovie® using the downloadable template provided on the website. Follow these instructions to keep your video visually consistent with the rest of the campaign.

1) You will notice that the template download is separated into two files. Enactus projects and Enactus events. Drag the two downloaded folders in the “movies” folder in your user profile. If these folders already exist you should just add the contents of the downloaded folders into the corresponding folders within “movies.”

Note; Be careful not to overwrite any existing projects in the “movies” folder; if there are folders already in there, simply add the contents to them.

The project folder will store the finished project file.
Custom Case Study Video
Custom Case Study Video

2) The events folder will store the footage.
3) Import images that support your case study into iPhoto® so that you will be able to access them in iMovie®.
4) Now you’re ready to get started with the editing process. When you open iMovie®, you can access the template through the project library on the top left-hand side. You can also access it through the “project library” itself. You will also need to access the advanced tools section of iMovie. Go to your iMovie preferences by selecting the iMovie drop-down menu in the top left-hand corner and selecting the “preferences” option. Check the box for “show advanced tools.”
Custom Case Study Video

5) Select the camera icon on the right side of the center bar. From there you will be able to access the iPhoto® pictures you wish to use. Once you have edited the images on the timeline, you can insert the dotted line graphic.

You will need to drag the blue screen footage from the bottom center panel onto the appropriate image. Blue screen footage must be dropped on top of your photos, not above.

At this point a pop-up menu will appear with a “blue screen” option. Make sure the blue screen is positioned so that the animation will begin about halfway through the time that an image is displayed. You can slide the “blue screen” footage back and forth to fine-tune the timing.
Custom Case Study Video

6) In the top left-hand box, make sure that the blue box is highlighted. In the top right-hand box, select the “crop” option in the left top corner. Your image will then be highlighted with a green box.
Custom Case Study Video

7) Estimate how far your animation should be from the edge of the screen; the green box indicates the screen and the final display area. Manipulate the green box accordingly — don’t worry, you won’t be cutting off a portion of your image. The green box can be scaled by clicking and dragging one of the corners. This will increase or decrease the size of the dotted line.
Custom Case Study Video

8) At the end of the footage the object should be framed. This may take a few tries.
9) Remember that the dotted line graphic is meant to highlight the opportunity and does not need to be utilized in every image in your video. You should also include other images from your selected case study to show progression. If you have any questions, use the supplied case study video as a guide.

10) To personalize the video, download the supplied/required font (Source Sans Pro). After installing the font, open the video and move the playhead over the text layer in the timeline. At this point, you can highlight the text in the viewer in the upper right-hand corner. Navigate to the “text” drop-down menu at the top of the screen. Select “show fonts,” and then select Source Sans Pro Semibold. Press “done” to select the font. The text will still be selected, and you can insert your local team contact information within the brackets.

11) To make your photos black and white, double click on the photo within your timeline or select “clip adjustments” from the drop-down menu that appears at the bottom left-hand corner of the clip. A pop-up menu will appear. Select “video effect” and navigate to black and white.
Writing Your Own Script

It’s easy. Here’s really a simple outline to writing a successful Case Study Video Script. Start by changing the perspective of the script from “I” to “We”, to represent your team’s project story.

I. What was the opportunity that your Enactus team saw?
II. What were the steps you took to help the target group turn that opportunity into reality?
III. What were the outcomes?

Be careful that the message doesn’t become too elitist. Remember that we’re empowering others through entrepreneurial action.
Posters

No campus campaign would be complete without posters for you to display. We are providing you a series of posters that are designed for you to use together. If you use each type of poster, they will work together to create a complete picture of Enactus to prospective students.

Opportunity Posters
Case-Study Posters
Organizational Posters
Opportunity Posters

These posters don’t necessarily build off of specific case studies, but rather give you a few ideas of opportunities that Enactus members might see from a basic object. It asks the viewer what they see in the object and implores them to get in touch with an Enactus member (YOU!) today to find out more about how they can see opportunity, take action and enable progress with you.
Case Study Posters

We have created a suite of thought-provoking posters that use the Enactus dotted line to frame a mundane object that inspired a real Enactus project. Each poster challenges people to consider whether they see simply the mundane object, or an opportunity for something greater.

You can read about the individual case studies that were the inspiration for these posters in the Appendix of this document.
Organizational Posters

Along with specific case study posters, we have included a few general posters that promote Enactus as an organization and one you can use to promote a meeting.
Posters

Why
Posters can pull a lot of weight when trying to get the word out to potential members. They are a way to get the student body thinking about Enactus and what we do, even just for a moment when passing by. The specific case study posters are captivating examples that prompt people to really think about the questions being asked. The general posters give valuable information that speaks more directly to what Enactus and the student recruitment campaign are about. Therefore, it's a good idea to have equal numbers of the different types of posters around your campus.

Where
University campuses are covered in posters. Students walk past bulletin boards and coffee shop windows plastered with club photos and meetings times every trip they take throughout campus. With such a cluttered environment it is important to place our posters in effective locations where they will not be lost in the information overload. While it is OK to hang a few posters on the bulletin hot spots, it is important to spread the message elsewhere around your campus. Take advantage of places where students may pause and actually read the poster in full:
• Outside lecture halls where students wait for class
• In dorm common areas
• Near study areas in the library
• Inside bathroom stalls
• In bus shelters
• In elevators
• At the student union

Another possibility would be to send the file to your local newspaper or school magazine to have them print the poster as an ad in their next issue. Get creative with the placement of your posters. Where would they get the most attention at your school?
Posters

How
These posters are available for download on the Digital Campaign Hub. The files are formatted to fit multiple sizes of paper, so pick those that best suit your needs and will help you garner the most attention from the student body. If a size you need is not available, such as if you wanted to turn a poster into a billboard, the original INDD (InDesign® file) can be downloaded. One you’ve downloaded the original file, open it and add the contact information for your local team in the space provided at the bottom of each poster. After you have done this you are ready to send your choices to printers and publications so that they and other members of your team can begin to unveil the student recruitment campaign on your campus. The PDF can be edited in Acrobat X or newer.

Formats available
A3, A4
Tabloid, letter
On the Digital Campaign Hub, you'll find three Opportunity Posters that are designed to help demonstrate how Enactus students see opportunities.

To use these posters, you’d simply customize with your Team Contact information.
On the Digital Campaign Hub, you’ll find five case study posters that feature the “Do you see…” headline format and the dotted yellow line, highlighting a resource opportunity based upon an actual case study. To use these posters, you’d simply customize with your Team Contact information.

The real opportunity with these posters is to create your own, based upon a project story from your team! It’s easy with the template we’ve provided. Use our examples or examples from other Enactus teams as inspiration. There’s some featured on the Digital Campaign Hub.

Case Study Posters
Case Study Posters

Ryegrass

Do you see an overgrown field, or a way to save a fishing community?

Used Notebook Paper

Do you see old notes, or a canvas for new ideas?

The Homeless

Do you see people who need help, or people who can help?
These posters help prospective students understand that Enactus is a different type of organization, not just another club.

With the “New Business Partners” version, feel free to replace the image with members of your town team.

To use these posters, you’d simply customize with your Team Contact information.
This poster simply promotes a meeting time and location. While the other posters may live around campus for an extended period of time, these posters should be added to the mix just a few days before a team meeting.

You can handwrite the meeting location or time, or customize the information in the artwork file.

To use this poster, you’d simply customize with your Team Contact information.
Custom Case Study Poster Instructions

What
In addition to the pre-made case study posters, we have supplied you with a template to create your own posters. You team can look back at your most successful projects and pick out the objects that may have sparked those ideas. From there, you can find or take a picture of those objects and make your own posters showing the opportunity you saw framed by the Enactus dotted line. Next, you and your team can brainstorm a title question following the “Do you see _____, or do you see _____?” format so that your poster is consistent with the others.

Why
Custom posters make your campaign more personal and will showcase the action your team has taken in the community.

Where
When it comes to putting up your custom posters, utilize the locations listed previously.
Custom Case Study Poster Instructions

How

1) Open the customizable InDesign® file that matches the size you intend to print.
2) Select the gray background box and insert the background image that best represents your case study—specifically the object of opportunity that inspired it. The image should be high resolution and grayscale.
3) Go to File>Place>Browse your images to find the right one. Click “open”.
4) Move the dotted line box to fit over the area of opportunity you want to highlight. The dotted line box can be rotated, but you should have it somewhat centered and leave enough room for the headline.
5) The headline should fit in the format “Do you see _____, or do you see _____?” Try to make it concise and intriguing.
6) Finally, be sure to fill in your team’s contact information at the bottom of the poster.
7) Using iPhoto® (or many other image editing solutions) convert photos to grayscale before dropping them into InDesign®.

Formats available
A3, A4
Tabloid, letter
### Posters — Creating Your Own

**Size**

<table>
<thead>
<tr>
<th>Inches</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabloid: 11&quot; x 17&quot;</td>
<td>A3: 297 x 420 mm</td>
</tr>
<tr>
<td>Letter: 8.5&quot; x 11&quot;</td>
<td>A4: 210 x 297 mm</td>
</tr>
</tbody>
</table>

---

1. **Insert image**
   - Before
   - After

2. **Insert dotted line graphic**
   - Available as vector artwork. Position and size as needed.

3. **Create gold band**
   - Make the band large enough to allow space around the headline. The band prints Enactus Gold. Overlap the bands and fill that space with the Shadow Color.

4. **Add headline**
   - The headline font is Source Sans Pro Bold, flush left, rag right. It prints white. It should be large enough to span most of the poster’s width. Center it within the yellow bands.

5. **White bottom section**
   - The bottom section of the poster has a white background and is approximately 1/7 the height of the poster.

6. **This area contains**
   - 1. Subhead: sets in Source Sans Pro Bold, yellow
   - 2. Supporting statement: sets in Source Sans Pro Semibold, black
   - 3. URL and icon: sets in Source Sans Pro Semibold, black
   - 4. Team contact and icon: sets in Source Sans Pro Semibold, black
   - 5. Enactus logo
   - 6. Copyright Information: sets in Source Sans Pro Light, black

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**Font family**

- Source Sans Pro
- Alternate: Arial

**Color**

- Enactus Gold: C0 M25 Y55 K0; PANTONE 7408
- Enactus Gray: C35 M28 Y26 K63; PANTONE 425
- Shadow Color: C0 M37 Y300 K23; PANTONE 139

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Stunts

Stunts are designed to really interrupt prospective students from their on-campus routine and to take notice of Enactus.

Be inspired examples of stunts implemented by Enactus teams across the world from the 2013-2014 program year. Then start planning your own stunts!

Enactus Queen Mary, United Kingdom

Enactus Zhengzhou Institute of Aeronautical Industry Management, China

Enactus Munich, Germany
Stunts

Stunts are the most interruptive of all the campus tactics we are encouraging you to use. These are designed to be placed in high-traffic areas to attract attention and create buzz on campus. These are the type of activities that should garner social media conversation from students and/or coverage from the school press or community press.

The stunts leverage the impact of a physical asset. To pull them off, you will need to be able to acquire the assets needed for the stunt. We give you tips on how to do so.

We give you the artwork needed to be able to print large-format posters to use with the installations. You can also conduct them in a more grassroots manner, simple creating the dotted line, copy and Enactus logo with yellow and white sidewalk chalk or electrical tape and posterboard.
Custom Stunt Instructions

**What**

While the following pages provide you suggestions for possible stunts you could execute on your campus, we recommend that you personalize the stunts to your own team’s projects. The object(s) that you choose will follow along the dotted line model to maintain the visual continuity of the campaign, but you can be creative with the objects that you think best represent your project.

**Why**

By customizing the stunts to fit your team, you will be able to speak to the effect of these stunts and speak more passionately about the inspiration that drove these ideas. The connection and accomplishment that comes along with the completion of your projects will translate into discussion with potential members.
Custom Stunt Instructions

Where

Campuses are filled with posters, so stunts offer a great alternative to getting the attention of your audience. To maximize their effectiveness, you should pick the right locations—preferably high-traffic areas, where they will be easily seen. That said, students should be able to stop and interact with your team members. It is important to get permission from your school’s building care personnel. Here are some places that we suggest you place stunts.

- In your school’s quad or common area
- In a hallway (that isn’t so narrow that the display will be lost in the foot traffic)
- In a student union
- Outside a sports arena or gym during an activity
- In a parking lot
- Walkways
- Entrances to buildings
- In the lobby of a dorm
- In the school’s bookstore
Suggested Stunts

What
We have provided you with a few stunt suggestions based on international case studies that we designed to disrupt student behavior and break up their routine. These stunts will use the Enactus dotted line to frame mundane-looking objects. Accompanying an object will be a specific question that gets people to ponder whether they see the mundane, or an opportunity for something much greater. The case studies these suggested stunts are based upon can be found in the Appendix of this document. Be sure to read them so that your team is able to provide detailed information about each project to potential members.

The best stunt examples we’ve seen are the ones that you use your entrepreneurial spirit to create, based upon your own projects.

Why
Stunts are very effective due to their disruptive nature. It’s a good idea to supplement our stunts with handouts like the origami flier and business card we have provided. These materials will direct students to more information-heavy resources, like the Enactus website and your chapter meetings.
Suggested Stunts

Where
It is important to place the stunts in areas where they will be seen by the largest group of people, but also allow students to stop and interact with the presentation and the representative. See the Custom Stunt Instructions for recommended locations.

How
After you have decided which stunt you will be utilizing and where the stunt will be constructed, place your object(s) in the given location. Using yellow chalk, tape or the printable template, frame the object with a yellow dotted line, followed by a question in the “Do you see ____, or ____?” format. We suggest, if possible, that an Enactus member (or members) stand by the stunt to provide explanations and answer any questions that passing students may have, as well as offer Enactus handouts. Make sure that students are well informed about the project’s case study. The stunts are designed to encourage interaction through social media postings generate stories for campus news outlets and get passersby to engage with the team members, who will answer questions and jump-start meaningful dialogue about the projects.
Do you see restaurant scraps, or two new industries?

Oyster Stunt
Do you see landfill, or employment for those in need?
If it’s the latter, we’d like to talk to you.
Contact: [insert local contact information]
Do you see trash, or an alternative fuel source?

If it’s the latter we’d like to talk to you. Contact: [Insert local contact information]

Trash Stunt
Do you see last night’s dinner, or an income opportunity for struggling families?

If it’s the latter, we’d like to talk to you. Contact: [insert local contact information]

Corn Husk Stunt
Do you see summer reading, or a way to train inmates for a career on the outside?

If it’s the latter, we’d like to talk to you.

Contact: [insert local contact information]
Dirt Stunt
Potential Sources for Stunt Assets

Here are some suggestions for acquiring the assets to complete the stunt suggestions we’ve provided. Select the ones that are most culturally relevant and feasible in your community.

OYSTER SHELLS
• Contact a local restaurant that serves oysters and ask them to save their shells for several days

MATTRESS
• Contact a local mattress retailer to see if they pick up used mattresses and would be willing to donate one to the cause
• Search near dumpsters in areas with high resident turnover, like apartment complexes
• Search online resources like your community’s Freecycle or Craig’s List websites
Potential Sources for Stunt Assets

TRASH CAN
• This is one asset we know every campus has—trash receptacles! Pick those in high-traffic locations

CORN HUSK
• Contact a local grocery, restaurant, farmer or market to see if they’d be willing to donate husks for your use

BOOKS
• Ask friends and family for old textbooks and other books that they would give you for the stunt. Warn them that you may not be able to give the books back, so make sure they can part with them

BOX OF DIRT
• We’re sure you can figure this one out!
Attention Grabbers

Think of the Attention Grabbers as a relative of the Stunt in your campus awareness and recruitment toolkit. They both are designed to interrupt students on campus and engage them in a thought-provoking way.

The Attention Grabbers do so passively by leveraging the location where they are placed. For the message to be effective, each Attention Grabber must be placed on or next to the item it references.
Attention Grabbers

Unlike most of the other pieces in this campaign, the Attention Grabbers are location-specific communication pieces. The message is only effective if taken in context.

We have a series of five attention grabbers available. Use the ones that are most relevant to your campus community. If you have a chance, use them all, and keep students guessing where they’ll find the next one!

Water Fountain
Attention Grabbers

Chalkboard

Do you see a chalkboard or the home of a big idea?
Or a collaborative canvas?
A teaching aid?
Or a product to sustain a workforce?

Enactus encourages students to see opportunity and take action to improve the world around us.
If you’re ready to seize opportunity and act, join us.
Local Representative:

Vending Machine

Do you see fuel for you or fuel for a village?
Or a source of employment?
Building materials?
Or storage containers?

Enactus encourages students to see opportunity and take action to improve the world around us.
If you’re ready to seize opportunity and act, join us.
Local Representative:

Paper Recycling

Do you see waste paper or a blank canvas?
Or a foundation for furniture?
An artistic medium?
Or a source of shelter?

Enactus encourages students to see opportunity and take action to improve the world around us.
If you’re ready to seize opportunity and act, join us.
Local Representative:

Paper Towel Dispenser

Do you see dry hands or a dry habitat?
Or fertilizer?
An alternative fabric?
Or kindling?

Enactus encourages students to see opportunity and take action to improve the world around us.
If you’re ready to seize opportunity and act, join us.
Local Representative:

enactus
Attention Grabbers

Why
The Attention Grabbers cause prospective members to think differently about seemingly mundane items on their campus. They’re easy for you, because they require you only to add your contact information and then to be creative about their placement.

Where
Remember, these pieces are location-dependent, so make sure that your placement aligns with the message on the piece. Each piece has multiple opportunities for use.

Water Fountain—This piece could be used by a water fountain, water bottle refill station or above a restroom wash basin.

Chalkboard—This piece could be used on a chalkboard, dry-erase board, smart board or bulletin board, all of which are abundant on campus.

Vending Machine—This piece could be used on a vending machine or on a plastics recycling receptacle.

Paper Recycling—This piece could go on a paper recycling receptacle, but could also be used on an ordinary classroom trashcan.

Paper Towel Dispenser—This piece is designed to be used on a restroom paper towel dispenser. If your university doesn’t use paper towels, consider placing this message by the napkin dispenser in the cafeteria.
Attention Grabbers

How
These posters are available for download on the Digital Campaign Hub. Customize the INDD or PDF file as described in the Poster section of this document with your team’s contact information.

Formats available
A3 Half
Tabloid Half
Bookmarks

Bookmarks are a guerilla marketing tool that offer an element of surprise in delivering the Enactus message to prospective members.

These pieces are intended for you to place in books around campus for unsuspecting students to find. The piece not only provides perspective on the personal benefits of getting involved with Enactus, it also serves as a useful gift to the recipient.
This series of three bookmarks provides several messages that can be placed in a wide variety of books.

Think about your most desired audiences for prospective membership, and target them with the most appropriate message.
Bookmarks

Opportunity knows no borders.

- 36 countries in network
- 1,650 universities
- 2,800,000 people impacted

Enactus encourages students to see opportunity and take action to improve the world around us. If you’re ready to turn opportunity into action, join us. Local Representative:

Broaden your network here.

- 450 corporate partners
- 36 countries in the network
- 65,500 student members

Enactus encourages students to see opportunity and take action to improve the world around us. If you’re ready to turn opportunity into action, join us. Local Representative:

Geography Books

General Business Books
Bookmarks

Why
The Bookmarks provide a lasting reminder of the personal benefits of being a member of your Enactus team. Their stealth placement makes the recipient feel as if they’ve found a “surprise,” causing them to engage with the message more significantly.

Where
Each bookmark design can be used in a variety of books.

Make yourself more visible—this message is great for marketing books, but could also be placed in books that have to do with career development.

Opportunity knows no borders—this message works in geography books, atlases, international business books or foreign language books.

Broaden your network here—this message is perfect for all sort of business books but could also be used in computer information systems or information technology books.
Bookmarks

How
Be creative! Get permission from your campus bookstore to place the bookmarks in relevant textbooks. Or do the same in the university library (with permission, of course). You may also find relevant textbooks provided in a classroom, or slip them in your classmates’ books during a classroom break!

Formats available
63.5mm x 203.2mm/2.5” x 8”
To be used in conjunction with any of the installations, handouts provide prospective students contact information for your team.

The formats we’ve provided are designed to be memorable; a piece prospective students can slip in a pocket rather than throw in the trash.

There are a few handouts are provided as templates that can be customized by you and a few that should be used as is with the only customization being your team contact information.
Handouts

Why
Students are bombarded with fliers in a constant stream of extracurricular information. Because the handouts we have created are compact, many students will be inclined to stick them into their pockets instead of looking for the closest trash can. Students will be much more likely to take a second glance when they’re cleaning out their pockets in their rooms.

The business card allows students to imagine their own business potential and opportunity as Enactus members. The “your name here” aspect of the card allows prospective members receiving the mock business card to put themselves into the shoes of an influential business leader.

The Enactus origami flier allows teams to communicate necessary meeting information but through an interactive process rather than that of your typical paper flier. Because it has a little bit of intrigue, students will be more inclined to engage with the piece.
Handouts

Where
It is up to each team to determine the most effective place to hand out fliers on your campus. The business card will direct students to more informative resources and can be handed out anywhere on campus. The same goes for the meeting information, though it would also be beneficial to hand those fliers out in conjunction with on-campus stunts or posters.

How
It will be each team’s responsibility to print the fliers. The templates can be found on the Enactus website. Using InDesign®, you should edit the fliers to include your team’s information and translate all the copy into your local language. We suggest taking the templates to your local printer to maintain print quality. The required font (Source Sans Pro) can be downloaded here: http://www.fontsquirrel.com/fonts/source-sans-pro.
Business Card Handout

What
We have created two handouts for you to use that embody the student recruitment campaign, carefully selected so they can be easily kept by prospective students, instead of being thrown away.

The business card allows students to imagine their own business potential and opportunity as Enactus members. The “your name here” aspect of the card allows prospective members receiving the mock business card to put themselves into the shoes of an influential business leader.

The first is a mock business card. The card is supposed to look as though it could be the future business card of the student receiving it, if he or she were to join Enactus. Through information on this business card, students will be directed to more informative resources.

Formats available
85mm x 55mm
3.5” x 2”
Origami Handouts

What
The second handout we have provided is a way for each team to distribute more specific information about meeting times. The general idea is to print a flier on Enactus yellow paper that can then be folded into the Enactus origami shape.

The Enactus origami flier allows teams to communicate necessary meeting information but through an interactive process rather than that of your typical paper flier. Because it has a little bit of intrigue, students will be more inclined to engage with the piece.

Formats Available
A5, Letter half
Origami Handout Folding Instructions

There’s one important step before you start these folding instructions. Place the blank side down, and fold the bottom of the paper up, creating a square shape.

Then begin.
Foldup Brochure

This is an invaluable asset in recruiting new team members. It tells the Enactus story in an incredibly concise and interesting way. The brochure itself is too cool looking to throw away and the information within is everything you want to tell prospective members, but don’t always remember!

The piece is uniquely designed to print on one side of an A3 or Tabloid piece of paper, and to fold up into a booklet that requires no stapling or gluing. Watch the video on the Digital Hub to learn how.
Foldup Brochure Folding Instructions

1. Print the brochure on A3 or Tabloid paper. The directions work the same for both paper sizes.

2. Crease the sheet along the two main directions (by folding it in half, then opening it, once for each direction).

3. Now, make another pair of creases, with the effect of dividing the long direction into quarters.

4. Unfold again, fold in half, and make a cut with scissors as shown. You should be cutting through two thicknesses of paper, but only as far as those quarter-folds you just made.

5. Fold the piece in half along the long direction, such that all your content is still on the outside.

6. Now, push it inwards from each end, so that the inner bit pushes out in both directions to make a cross shape. Fold the resulting pages so that your front page is outmost.
Social Media

Social media can be a key way to bring extra attention to your campaign on campus. You can use your team’s social media, but also contact your university’s public relations group to leverage their social media outlets.

Here are some tools to get you started. Look for more to come throughout the academic year!
Social Media

What
This campaign readily lends itself to all aspects of the social media world. Share what your team is up to and encourage discussion among your friend networks. A good place to start is by posting about your team’s stunts and installations, accompanied by the question “What do you see?” This is a great way to initiate a discussion about the opportunities that surround us.

Why
Social media has the advantage of reaching an expansive audience. What’s more, content is highly shareable, which aids in generating awareness and prompting discussion. This is also a great medium to use to connect with other Enactus teams around the world.

Where
There are many social media platforms, but in this document we limit our discussion to the use of Facebook, Instagram, Twitter and Vine. Content generated can feed to your team’s social media accounts, but you are also encouraged to inquire about pushing the content through your school’s social media outlets.
Social Media Instructions

How
Here are a few suggestions on how we see the student recruitment campaign living in social media.

Facebook
Facebook lends itself extremely well as a place to start an online discussion about seeing opportunity everywhere. Take inspiration from the Opportunity Posters and Attention Grabbers. Snap a photo of an item on campus and ask your Facebook community, “What do you see?” Prompt them with a number of opportunities that the object could become.
Social Media

**Instagram**
Instagram also creates an interactive resource in which students can see an object within a posted photo and identify the opportunity they see in the comments section of the post. Photographing your stunts is a great way to initiate this.

**Twitter**
Twitter provides an effective and simple way to broadcast meeting information and other important updates. You can also use Twitter to share photos of your stunts, installations and events. The 140-character limit will ensure that you keep things concise.

**Vine**
Use Vine to post six-second videos of your stunts. You can also post videos of objects and areas that you believe have the potential for something greater and prompt discussion.
Social Media Updates

Always watch the Enactus Worldwide social media channels for social media posts you can share with your followers as well as ideas your team can use on your own social media channels.

Facebook: www.facebook.com/enactus
Twitter: www.twitter.com/enactus
    @enactus
Google+: www.plus.google.com/106255000647466798322
LinkedIn: www.linkedin.com/company/enactus
YouTube: www.youtube.com/enactus
Pinterest: www.pinterest.com/enactus
Visiting a class or other organization on campus to share about Enactus? Start with our PowerPoint presentation and script. The script prompts you to insert your own project stories and experiences to make the presentation unique to your Enactus team.
PowerPoint

**What**
This basic “What Is Enactus” presentation is great for introducing Enactus at a new member meeting, in a classroom presentation or to prospective Business Advisory Board members. The presentation is accompanied by a complete script that provides places for you to share your own stories and experiences.

**Why**
PowerPoint is an effective presentational platform, and a well-crafted presentation is a great way to showcase your team’s past and present projects to prospects because it gives them a more detailed look at both your Enactus team and the organization as a whole.
PowerPoint

Where

PowerPoint presentations can be as harmful as they are helpful if not done well. The most important way to benefit from PowerPoint is knowing when and where to use it. This PowerPoint presentation is designed to give an overview of Enactus and your team, so be sure to use it in a context that is appropriate. Some examples include—

• In a classroom presentation, when potential new members are hearing about Enactus for the first time
• At your first team meeting, where people are coming to hear more about your team
• When someone at your organization fair booth is ready to hear more
PowerPoint

How
Download the PPT file from the Digital Campaign Hub. The presentation has limited copy on the slides themselves to keep it dynamic and interesting. You provide the information via the script provided in the speaker’s notes for each slide. Pay careful attention to the places you’ve been prompted to add your own information.

To print the speaker’s notes from PowerPoint, select “Notes Pages” as the Print Layout in the print dialogue box.
Implementing the Campaign on Campus
Campus Activation

Here are the key components to activating this campaign on your campus. The order of these components may differ depending upon your campus environment and the unique opportunities you have to promote Enactus. Student recruitment is not a one-time thing. Implement this campaign throughout your academic year for maximum impact.
Planning for a Successful Campaign

Here are some key steps you should consider when planning for your campus campaign.

• Sketch out your academic year plan
  • Which key campus events should you be sure to have a presence at?
  • Which students are you targeting and what high-traffic areas on campus would best intercept them?
  • Which of the campaign materials will you customize with your own project stories?
  • Brainstorm ways that you can extend the campaign to your unique campus environment
  • Examine your budget—is additional advertising possible, such as the campus newspaper or sponsored posts on Facebook
• Contact local print shops to price out printing of posters, attention getters and handouts
  • Perhaps a printer is a great target for an in-kind donation and a membership on your Business Advisory Board
• Where applicable, customize the campaign components with your own project stories
• Customize other general assets with your local contact information
• Get in touch with professors of high-target student demographics and request the opportunity to present in their classroom
Implementation Tips

The team member in charge of marketing will want to pay special attention to the Team Media Relations Toolkit found on the Digital Campaign Hub. Here you’ll find information and guidance to help you maximize the exposure of your team on campus and in your community.

We’ve also provided you with an a sign-up sheet to help you collect the contact information of interested prospective students. Be sure to follow up with them!

Get maximum exposure out of all of the materials. For instance, find every opportunity to show the oyster shell case study video or your own video. The posters also double as a nice campus newspaper advertisement or flyer for an organizational fair. The materials are designed to be versatile so that you can use them in a number of ways!

Keep the momentum going! Conduct more than one installation, so that students take notice and begin to expect the next interesting communication from Enactus. Mix them up and space them out throughout your academic year.
Additional Resources
Available at enactus.org/seeopportunity/take-action/on-your-campus

We have also prepared a selection of additional materials that you can use to effectively bring Enactus to life on your campus.

**Enactus Brand Video**
Gives an overview of the purpose of Enactus.
.mp4 file format

**Call to Action Video**
The Enactus manifesto brought to life by student, academic and business leaders.
.mp4 file format

**Glass Half Full Video**
An animated exploration of how Enactus members see opportunity.
.mp4 file format

**Manifesto Poster**
An excellent gift for members to help display their pride in the organization.
A3 and Tabloid sizes

**Call to Action Booklet**
Outlines the purpose, philosophy and values of Enactus.
A5 and Letter half sizes
Sharing Your Success
Share with Us

We look forward to seeing how you bring this campaign to life on your campus.

Take pictures of your posters and stunts on campus! As you create your own material, send them our way as well. And we’d love to see the case study videos you create.

Please email your assets, with a brief description of how you used it on campus and your team’s name to communications@enactus.org.
Expanding the Campaign Beyond Campus
The #seeopportunity Campaign

Summer 2014 Enactus launched the #seeopportunity Campaign. This campaign celebrates you and your work.

Help get the word out by sharing the CEO videos and project gallery stories within your network. You’ll find an easy sharing center plus more ways to support the campaign on the In Your Network Page.

www.enactus.org/seeopportunity/take-action/in-your-network
Thank you!
Appendix
Project Background

Here you’ll find the background for each of the projects highlighted in the ready-made posters and suggested stunts. It’s helpful to have your team read this project background, in the event they get any questions from prospective members.
Oyster Shells

Managing waste limits pollution, creates jobs

Seeing Possibilities
A typical seaside village, Dawu’s economy is largely dependent on oyster harvesting. But with 20 percent of a population participating in oyster shucking and no shell disposal process, scores of land and roads in the village had become overrun with shells and these decaying shells were polluting the very waters that sustained the villagers.

Taking Action
The Xiamen University Enactus team knew the key to saving this community was not simply clean up, but finding a new use for the shells. Research revealed the mounds of shells could be made into construction materials and fertilizer, which led the team to work with the local government to set up an oyster shell processing facility in Dawu. The Taiyu Oyster Shell Processing Factory was created and markets were identified for the newly created products. To further ensure success, the team provided the villagers education on environmental protection, coached them on the most effective methods of using the new processing facility to clean their hometown and capitalize on these new oyster shell by-products.

Enabling Progress
With the “Trash to Treasure” project, more than 4,000 tons of shucked shells are now being processed each year with a value of 82.8 million Yuan. In addition, the factory has brought 61 jobs to Dawu village. The biggest benefit for villagers is they now have a means to handle their waste, they have added economic opportunity and the quality of the water and the oyster meat is reportedly better now that there is less water pollution.
Mattresses

*Business model finds basis in recycling and recovery*

**Seeing Possibilities**
Homeless and formerly incarcerated individuals in desperate need of positive opportunity and thousands of used mattresses headed for landfills—two seemingly unrelated issues with one innovative solution: a recycling business aimed at achieving a greener environment and enabling an eager, capable workforce.

**Taking Action**
The idea came to the Belmont University Enactus team when they learned that nearly 85 percent the materials in a mattress are recyclable, however most end up in the trash. Secondly, the team recognized their community had members who needed an extensive life change but had few opportunities to achieve it. To address each of these needs with one business solution, the team partnered with Isaiah 58, an organization that provides ministry to men. Together the two groups developed a venture breaking down mattresses for recycling that provides these individuals with skills, a sustainable job, and recovery possibilities, all while keeping harmful materials out of the trash.

**Enabling Progress**
To date, 9,600 mattresses and 340,000 pounds of metal, foam and cotton have been recycled through the “Spring Back” recycling project. Beyond receiving mattresses from individuals, the team is also working with retailers and soon expects to receive an additional 13,000 mattresses from the U.S. Navy. Plans are also in the works for this sustainable business model to be duplicated in markets in Colorado and Missouri. But most significant, eight men now have a consistent employment and greater hope for the future. One participant is now even attending university.
Ryegrass

*Environmental solutions to economic challenges*

**Seeing Possibilities**
Over the years tilapia fish farmers in Pingsha, China, watched their incomes dwindle to less than $250 (USD) a month. Chemical overuse in ponds, isolated farming and low winter harvests had taken its toll and the 750 families in the region who rely on this practice for a living were desperate for help. It was the Enactus team from Sun Yat-sen University who discovered the answer was literally growing under their feet.

**Taking Action**
Extensive research and water testing by the team revealed planting ryegrass could positively impact the health of the ponds and counteract years of eutrophication. In addition, this solution opened the opportunity for the farmers to supplement their incomes by selling extra ryegrass. After teaching these farmers proper ryegrass planting techniques, the group was organized into a co-op to help reduce planting costs and establish direct sales channels. This allowed the farmers to secure contracts to supply grass feed to local rabbit and cattle operations.

**Enabling Progress**
Thanks to the “Golden Pond” project, all of the existing fish ponds in this region have shown marked improvements in chemical structure and the average summer fish yield has risen from 18 tons to 23 tons. Also, 6.4 hectares of previously unproductive land is now being used to harvest ryegrass. This, along with the collective bargaining power of the cooperative, has generated more than $10,000 in profits and increased annual incomes by 45 percent.
Waste paper

*Educational resources for poor students empowers deaf community*

**Seeing Possibilities**
A need for jobs, a lack of affordable educational resources and an abundance of waste paper hardly appear to have a common remedy. However, the Enactus team from Shaheed Sukhdev College of Business Studies found the common thread to tackling these issues: one-sided, recycled paper notebooks.

**Taking Action**
Capitalizing on the abundance of waste paper, the team created a system to collect used paper from shops, offices, schools and universities to ensure this material would be recycled and transformed into its second purpose. Then hearing impaired women, recovering drug addicts and victims of trafficking who struggle to find steady jobs in the community were employed to bind the paper and turn these loose sheets into low-cost, eco-friendly notebooks. This new product is marketed at minimal cost to university students as well as underprivileged school children. In one effort, the team found a way to reuse waste, provide affordable educational resources to poor students and empower marginalized members of their community.

**Enabling Progress**
“Project Akshar” is currently active at three production centers and since it was implemented more than one million sheets of paper have been recycled. Partnerships have been established with 31 universities and eight schools across Delhi to collect waste paper for the new products. In addition, more than 1,800 underprivileged students have benefited from these notebooks and a group of 12 marginalized individuals have seen a 2,000 percent increase in monthly incomes.
Tours provide unseen aspects of city; address misconceptions of homelessness
A recent survey suggests there are more than 4,000 people in Melbourne who are physically homeless. And as if life on the streets wasn’t tough enough, community misconceptions about homelessness often create obstacles to help. Specifically, many believe the problem is simply a matter of shelter. The greater reality is most homeless individuals are not just lacking a permanent address but a host of social and economic resources. Beyond housing, Melbourne needed to correct misunderstandings and de-stigmatize these individuals to truly make a difference for these vulnerable members of their city.

Seeing Opportunities
The Enactus team at the University of Melbourne aimed to enable homelessness individuals by providing them with an opportunity to generate income and engage with the broader community. The way they sought to accomplish this was through an enterprise where homeless individuals conduct walking tours of Melbourne. The tours would offer customers a chance to discover unseen aspects of the city as well as a unique insight into the daily experience of a homeless person in that area.

Taking Action
The team worked with the Council to Homeless Persons to identify individuals willing to conduct tours. The project was piloted at the Melbourne Fringe Festival, one of the largest liberal arts festivals in the city. The group ran 10 tours with three tour guides. The project was the first ever event in the festival's history to sell out before the festival even began. In one activity, the community gain insights into the larger issues surrounding homelessness and the guides gain the resources they need to leave their lives of unrest on the streets.

Enabling Progress
The “Street Stories” project has not only increased awareness about homelessness among the more than 100 people who have participated in the tours, it has helped three formerly homeless individuals gain valuable skills as well as needed income. For these men, the cycle homelessness has been broken. Thanks to the effort they each have gained the skills and confidence to integrate back into their local society, obtain full-time employment and all have permanent addresses.
Trash Can

*Modifying craft materials creates market for struggling villagers*

**Seeing Possibilities**

In the village of Patanatic, Guatemala, there is little means to survive beyond agriculture, hunting and fishing, and the people there struggle to afford life’s necessities. While most are unable to see past the poverty and despair that exists in this region, the Enactus team at Universidad del Valle de Guatemala, Altiplano saw they could improve village life by utilizing what is not normally seen as an asset—trash.

**Taking Action**

Because there are no waste collection services in Patanatic, trash is an ongoing problem for the village. And because there is little opportunity for income, many of the village women had resorted to selling crafts as a means to generate money for their families. By tapping into these talents, but modifying the materials to include waste items such as candy wrappers, chip wrappers and plastic bottle labels, these items could become purses, bracelets and bags. With one effort, the environment would be improved, but more importantly, what was seen as just another problem for the village could be transformed to provide income for needed food, medicine and books.

**Enabling Progress**

As a result of the “Ecopreneurship Project,” the vendors of these recycled crafts have found success selling to the local tourist market and beyond. The project has helped 45 people triple their incomes and overall financial literacy has improved in the village. In addition, the trash problem in the area has been significantly reduced. For this group, the help of UVG-Altiplano Enactus has meant the difference between subsistence farming and barely getting by and a less stressful, improved quality of
Corn husks

Giving new life to an existing resource

Seeing Possibilities
As one of the 10 poorest areas in Mexico, residents of Santos Reyes Yucuná desperately needed to identify new opportunities to support themselves and their families. Looking to help this community move past their limited resources, the Enactus team from the Technological University of the Mixteca worked to give new life and create value from items readily available in the region.

Taking Action
Being a community based in agriculture, the team saw a way to transform the area’s abundant corn plants into an economically beneficial craft. They taught 25 women from this area to take this otherwise unused item and turn it into beautiful handcrafted flowers and jewelry. With the new products in place, the group was then taught to market their wares to customers attending local expositions and events. To reach global markets, a website and product catalog was also created. These efforts and products proved so popular that the group was soon able to establish sales in stores located in Oaxaca, Guelaguetza and Los Angeles. An image of the women’s corn leaf flower craft is even scheduled to be featured on a popular greeting card.

Enabling Progress
The “Ita-Viko” project is the first productive venture to operate continuously in this struggling community. Since its inception, the group has generated $6,000 in sales, decreased the craft cost by 60 percent and production time by 40 percent. The biggest success, however, remains the 25 women who are now generating change in their community and contributing to the economic well-being of their families – all by giving new life to the existing, rarely thought of agricultural by-product.
Garden Plots Help Reduce Food Insecurity
In the extremely food-challenged village of LaGonave, Haiti, close to half of the children suffer from malnutrition and more than 40% of the island's population depends on food aid. Wanting to help, the Enactus team at Blue Ridge Community College traveled to Haiti to provide some of the poorest families in this area with training on how to improve their circumstances and become more food and financially secure. They helped the village develop entrepreneurial gardens; 8 x 8 foot raised bed gardens built with soil brought in from mountain regions on the island to create a favorable growing environment for crops. Thanks to this effort, more than 200 gardens and three composting sites were created. The Entrepreneurial Gardens project has not only helped to increase the availability of food, it has also enhanced the economic development of the community by allowing residents to sell surplus food at local markets and to other islanders. It has made possible the consumption of more than 4,000 pounds of vegetables and produce sales of more than $14,000. In addition, this project has prompted three nurseries to provide these residents with seedlings to start additional entrepreneurial gardens.
Former Inmates Gain Valuable Job-Seeking Skills
For a person with a criminal record finding a job can be challenging at best. Facing overwhelming obstacles in addition to a sagging employment market, many former inmates become overwhelmed, often leading them to make poor choices and return to crime. To equip former inmates with the necessary skills to find and retain employment, the Enactus team at the College of Saint Benedict & St. John's University partnered with The Dream Center, a halfway house for men with physical and mental disabilities who have recently been released from prison. The team worked with the center to create a series of weekly educational sessions covering topics such as resume writing, interviewing and networking skills, effective communication and career assessment exercises. To further empower these men on their path to a more positive future, the team also held a book drive that collected more than 250 books for the facility library. In addition to providing much-needed skills and training, the project is helping to increase options and ensure more positive futures for an at-risk group. In fact, thanks to this ongoing project, two of The Dream Center residents have even gone on to attend university to further their employment possibilities.