

## **TOMS Campus Club Program**

*When people ask, tell them what you stand for!*

TOMS Campus Clubs are groups of students inspired by the TOMS story. They are passionate about giving back, helping others, and taking that movement even further in their communities. They are driven by the idea of changing the way others think – to turn everyday decisions into positive impact.

### **What do TOMS Campus Clubs do?**

TOMS Campus Clubs are change makers on campus and in their communities. They provide other like-minded student organizations with support when needed, participate in TOMS awareness days, host TOMS-inspired events, help support school functions, and volunteer in their local communities where they see need.

### **How do clubs incorporate the TOMS Movement?**

Campus Clubs host and collaborate on events to inspire others to take action and set an example. Here are some of the ways they can do so:

#### **Style Your TOMS Events:**

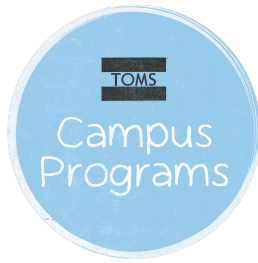
Use art to make a difference! Students get together and use art supplies to customize their new TOMS Shoes, drawstring bags, or mugs. Products purchased through this event give back to those in need through TOMS Giving.

#### **Info Tables:**

Set up in high-traffic areas on campus to educate on the impact of giving shoes, saving and restoring sight, providing safe water, and safe births. Information tables are used to share how TOMS is making a difference, and can be used to encourage others to get involved with your club or events.

#### **Start Something That Matters Events:**

Group reads, documentary viewings, or discussions. Students can gather and start the conversation- “How can I make a difference?”

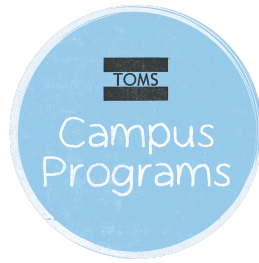


## Requirements

- Please be sure to add [Community@TOMS.com](mailto:Community@TOMS.com) to your email contacts so that you receive all email updates from our team throughout the year.
- One official point of contact at each school is required. At the high school and College/University level, this is usually a student Campus Club President. At the Elementary and Middle School/Jr. High level, we require an administrator or teacher to serve as a Campus Club Advisor. *Please note, depending on your school's rules, you may be required to have both.*
- Clubs must support 2 of the 3 TOMS Awareness days:
  - World Water Day (March),
  - One Day Without Shoes (Spring)
  - World Sight Day (October)

These are TOMS' largest initiatives each year and our Campus Clubs are integral in supporting them by raising awareness at schools all around the world. We ask you to join us by hosting an event, or participating by simply setting up an informational table on campus to educate your peers on these days.

- We want to see and hear how your event went! Your club will be required to take at least five photos to share with us online on Twitter (@TOMScommunity) or by emailing them directly ([Community@TOMS.com](mailto:Community@TOMS.com)). Please also be sure to hashtag them using #TOMSTribe!
- We ask that your Campus Club President keep and submit an up-to-date roster of names and email addresses of your TOMS Campus Club members. This will also be helpful when you need to reach out to your club about updates, activities, and anything else you have coming up!
- At the end of each school year, you are required to renew your club status for the upcoming school year by submitting a Campus Club Renewal Form. This form will be distributed by email from [Community@TOMS.com](mailto:Community@TOMS.com) every semester. Please also inform us about Campus Club Leadership changes as they occur.



## **Guidelines**

- We recommend (and require clubs at the Elementary and Middle/Jr. High level) that you have an advisor to help support your club. Having an advisor will provide you with extra support and will also help you stay connected with your school.
- Be sure we have your most current email address, as we love to stay connected with leaders and will provide you with inside scoops about what TOMS is up to.
  - Consider creating an email account for your club for all communications, giving your leadership team access
    - Ex: AlderwoodTCC@gmail.com
- We suggest that your club complete the TOMS Campus Club Constitution for both your school and our records.
- Share your story! We love to hear about the events our TOMS Campus Clubs host, the volunteer activities you coordinate and are a part of, or just how you got started! When you submit stories, you have an opportunity to be featured on the TOMS blog. To share your story, email a write-up with at least 3-5 photos to [Community@TOMS.com](mailto:Community@TOMS.com)