

LOVE YOUR MELON CAMPUS CREW PROGRAM



CREW MEMBERS AND LEADERSHIP

Each Crew must have a minimum of 10 Members and can have no more than the maximum of 20 Members. Each Crew has four leadership positions: Captain, Vice Captain, Public Relations Manager and Secretary.

CREW NAME

The name of your Campus Crew is based on your college or university (ex. Providence College Campus Crew). This name will be used to reference your Crew in marketing materials, social media posts and by customers online to credit purchases to your Crew. Your Crew name will appear in a dropdown list at checkout on our online store so that you receive credit for sales.

REGIONS

Depending on your location you will be a part of one of the following five regions: West, Midwest, Central, Northeast and South. Each region has a Regional Manager, who you will use as your main point of contact.

SUPERHEROES

Creating positive experiences for children while they are in treatment is what makes Love Your Melon cool. With every one of our hat donation events comes a superhero experience. Campus Crew Members commit their time and energy to provide these memorable experiences to children battling cancer and their families. Crew Members dress in superhero costumes to visit children in children's hospitals, outpatient care centers, long-term stay facilities, camps and households. Understand the value of that commitment and be inspired to have the greatest impact possible.

CREDIT LEVELS AND OPPORTUNITIES

Your Crew will earn credits by selling products. As your Crew accumulates credits, new levels will be opened. At each level, your crew will receive exclusive gear, host donation events and/or create experiences for children battling cancer.

LEADERBOARDS

The number of credits that your Crew has accumulated will be posted to a leaderboard every Monday. This leaderboard will be posted in the main Campus Crew Facebook group which you will be added to once your Crew is established.

CHALLENGES

Campus Crew Challenges will provide you the chance to win awesome Love Your Melon gear, host adventure experiences and special events. Some require involvement from all Members of your Crew together and others are for individual Members to complete on their own.

DONATION EVENTS

The Love Your Melon Crew of Superheroes was formed in 2014, dedicated to giving hats, creating smiles and making a difference in the lives of children battling cancer. Each year, thousands of college students put aside their books and assignments to suit up in Superhero uniforms to further the mission of Love Your Melon and do good for those in need.

SUPERHERO HOUSEHOLD VISITS

Crews will visit children and families in their community providing a personal approach to giving a child a therapeutic experience.

SUPERHERO ADVENTURES

This part of the Campus Crew Program goes above and beyond the rest, providing a personal approach to giving a child the experience of a lifetime. From helicopter and plane rides to amusement park tours and celebrity concerts, your Crew has the ability to make a child's dream come true.

SALES STRATEGY

Love Your Melon products are all about the experience provided with them. Learn how to build and create sales strategies with your Crew to have an impact on children battling cancer. For every product your Crew sells, 50% of the net proceeds go to cancer research, providing immediate support for the families and supports our mission to give a hat and provide memorable experiences to every child battling cancer in America.

SOCIAL MEDIA

All Campus Crew Members will be added to two closed groups on Facebook. One will be a program wide group, made up of Campus Crew Members across the country and the other will be made up of Crew Members in your Individual Crew. In the main group, we will post leaderboards, challenges, updates, ideas and events. You will be able to communicate with other Campus Crew Members, post content from your events and share ideas. In your individual Crew group, your Crew Leadership will communicate with Crew Members to plan meetings, share event details specific to your Crew and host discussions on ideas, strategy and growth plans. You will also have a page for your Crew to engage with your supporters on Facebook, Twitter and Instagram.

RULES AND GUIDELINES

Three main rules: be respectful, do the best you can and remember the mission.

QUESTIONS?

You've got questions, we've got answers. Let us know if you have any further questions or concerns.