



# 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 20 Members to start. Each Crew has four Leadership Positions: Captain, Vice Captain, Public Relations Manager and Secretary.

## CREW PROGRAM ELIGIBILITY

The Love Your Melon Campus Crew Program is open to all current undergraduate college students in the United States. We currently do not accept applicants from any other educational institution types into the Crew Program.

## PROGRAM ADMISSION

Admission into the Campus Crew Program is a very competitive and selective process. Applications will be evaluated on a rolling basis beginning August 16th, 2016.

## 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.

## CREW CLUB STATUS

When it comes to becoming a Club or Student Organization on campus every school has different rules and restrictions. We do not allow Crews to become a Club or Student Organization until they have been functioning for at least a semester because the process takes time, paperwork and administrative action. You do not need to be a Club or Student Organization in order to be a Campus Crew and begin making an impact.

## RULES AND GUIDELINES

Always work to further improve the lives of children battling cancer. Be respectful of Crew Members and other Crews. Let every Crew Member have a voice. Crew Members of the Love Your Melon Campus Crew Program may not be campus ambassadors for any other apparel company.

## SUPERHEROES

Creating positive experiences for children while they are in treatment is what makes Love Your Melon impactful on the pediatric cancer community. Campus Crew Members commit their time and energy to provide these memorable experiences to children battling cancer and their families. Crew Members must understand that commitment and be inspired to have the greatest impact possible.

## 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. Donation Events make the Campus Crew Program an incredibly unique opportunity for college students all over the country. By starting a Campus Crew, you are opening a world of new opportunities, including the chance to participate in Donation Events. Through these Events, you will make a direct impact on the lives of children all over the United States.

## 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 or otherwise create life-changing experiences for children battling cancer.

## CHALLENGES

Campus Crew Challenges will provide you the chance to win awesome Love Your Melon gear, tools to help your Crew or additional resources for holding Donation or Promotional Events. Some require involvement from all Members of your Crew together and others are for individual Members to complete on their own.

## PROMOTIONAL STRATEGY

Love Your Melon products are all about the experience provided with them. Your Crew will promote the sale of Love Your Melon products in-person and online through social media. 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 profit goes 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 our program wide Facebook group, made up of Campus Crew Members across the country. In that 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. Your Crew will also create a public Facebook, Twitter account and Instagram account for your Crew to promote your Crew activities and the mission of Love Your Melon.