

SAFE DRIVING

UPDATE



30

ENDING DISTRACTED DRIVING

PHI PSI
CHAPTERS
FEATURED

Take a look inside to see Phi Kappa Psi and
Hunter's Fund making a difference nationwide!

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What is Hunter's Fund?

Hunter's Fund was created as a result of the loss of Hunter Watson, a 20-year-old college student who died in a distracted driving accident after accepting a ride from a friend.



Hunter Watson

Tens of thousands of young people are just like Hunter. Our mission is to educate them on the dangers of distracted driving and how only one mistake can forever change the lives of their friends and family.

What is Safe Driving Week?

Safe Driving Week is an awareness, fundraising and outreach initiative aimed at improving driving behaviors and ending distracted driving.

Ready to change lives?



**Bring Safe Driving Week
to your campus!
Sign up today!**



What is Distracted Driving?

Distracted driving is any activity that removes focus from the road and increases the risk of an accident. This includes cell phone use, eating, talking to passengers, grooming, and adjusting dashboard settings.

Distracted Driving Statistics

- One of the leading causes of collisions is distracted driving.
- 1 in 4 crashes involve cell phone use.
- In 2022, over 3,300 people lost their lives to crashes involving distracted drivers.
- Every 24 seconds a distracted driving collision happens - that's over 1.3 million crashes per year.

Phi Psi is making a difference!

Between Fall 2023 and Spring 2024, 30 Phi Psi chapters held Safe Driving Week on college campuses nationwide. Is your chapter involved? Read on to find out!

Lafayette College



Lafayette College *Pennsylvania Theta*

Lafayette College's Safe Driving Week centered around a successful car wash in partnership with Delta Gamma sorority! Around 200 students signed Hunter's Pledge — that's around 8% of the entire student body!

University of Rhode Island *Rhode Island Beta*

With around 100 brothers, Rhode Island Beta had the power to make a huge impact during Safe Driving Week! The chapter hosted Dares for Donations, as well as coordinating with sororities to help with tabling.

Wabash College *Indiana Gamma*

Wabash College had a fantastic Safe Driving Week! Not only did the brothers host a telethon, texting parents and alumni, but so many students signed Hunter's Pledge they ran out of cards!

Washington & Jefferson

ΦΚΨ



Washington & Jefferson *Pennsylvania Alpha*

Brothers of Washington & Jefferson Phi Psi had a great Safe Driving Week with lots of engagement from school staff, including the Dean, President, and some professors! Along with tabling, brothers hosted Dares for Donations and Bingo.

Stephen F. Austin State University *Texas Epsilon*

Brothers of Texas Epsilon took a novel approach to Safe Driving Week, splitting their event into two tabling dates. They also partnered with Sigma Nu fraternity for Dine and Donate and Dares for Donations!

Ole Miss *Mississippi Alpha*

Ole Miss saw two Safe Driving Weeks, one fall and one spring. The fall campaign coincided with Homecoming, and around 1000 students signed Hunter's Pledge! Brothers said they were excited to be involved in the campaign, stepping out from behind the table and walking around with clipboards to engage with the student body.

University of Louisiana, Lafayette *Louisiana Beta*

Armed with megaphones and pledge cards, brothers of Louisiana Beta ensured Safe Driving Week was a success. Hosting a Chalk Walk between fall break and Homecoming, 1188 students signed Hunter's Pledge.



Syracuse University *New York Beta*

Syracuse is the flagship school for Safe Driving Week, and routinely has the most students sign Hunter's Pledge. The brothers of New York Beta often partner with sororities, such as Kappa Kappa Gamma, and host special events every day of SDW. This campaign included a candlelight vigil, Dares for Donations, Phi Psi Feud, and Pie a Phi Psi.



University of Colorado Boulder *Colorado Alpha*

Colorado Alpha's Safe Driving Week campaign honored the memory of late brother Connor Thomson. Hosting an ambitious five events in seven days, brothers successfully spread awareness, raised funds, and remembered Connor.

University of Alabama *Alabama Alpha*

Brothers at the University of Alabama held two Safe Driving Week campaigns — one fall and one spring. In the fall, they worked in partnership with Adaptive Athletics. During the spring campaign, 700 students signed Hunter's Pledge.

Beloit College *Wisconsin Gamma*

Safe Driving Week at Beloit was a huge success — the 13 brothers of Wisconsin Gamma saw 400 students sign Hunter's Pledge. That's about 40% of the student body!



Purdue University

Purdue University *Indiana Delta*

This was the first-ever Safe Driving Week for the brothers at Purdue University! Around 1000 pledge cards were signed by students, and the Indiana Delta chapter also hosted a Casino Night to benefit Hunter's Fund.



University of Kansas

University of Kansas *Kansas Alpha*

The University of Kansas Safe Driving Week honored the life of Levi Ward. Over 1,000 students signed Hunter's Pledge, and the campaign was enhanced by the unwavering support from Levi's mother, Jill Ward.



University of Oklahoma

Capital University *Ohio Xi*

With bustling campaign tables, brothers of Ohio Xi put on a great Safe Driving Week! Both students and Capital University faculty members signed Hunter's Pledge! Brothers also hosted Dares for Donations and Pie a Phi Psi.

University of Oklahoma *Oklahoma Alpha*

The University of Oklahoma had its inaugural Safe Driving Week and a second campaign in the spring! The brothers of Oklahoma Alpha hosted Pie a Phi Psi and almost 100 students signed Hunter's Pledge!

Iowa State University *Iowa Beta*

Spreading awareness during Safe Driving Week since Fall 2022, the brothers of Iowa Beta used Venmo Bingo during this campaign, both in person and on social media.

Lycoming College *Pennsylvania Phi*

The brothers of Pennsylvania Phi held Dares for Donations and Venmo Bingo during their Safe Driving Week. Lycoming College had its first campaign in Spring 2022.



Miami University of Ohio *Ohio Lambda Colony*

Safe Driving Week is a familiar campus staple at Miami University of Ohio! Brothers of the Ohio Lambda Colony noted that students were engaged and remembered the event from previous years. With over 250 pledges signed, brothers also had Dares for Donations, and personally called Phi Psi alumni to discuss the campaign!

Ashland University *Ohio Theta*

The brothers of Ohio Theta knocked it out of the park for Ashland University's first-ever Safe Driving Week! More than 380 students signed Hunter's Pledge — that's a staggering 38% of the student body!

Allegheny College *Pennsylvania Beta*

An established chapter hosting Safe Driving Week since Spring 2022, the brothers of Pennsylvania Beta held a successful 6-team volleyball tourney fundraiser and nearly 200 students signed Hunter's Pledge!



Clemson University

Houston Christian University *Texas Zeta*

Raising awareness for the first time at Houston Christian University, the brothers of Texas Zeta had nearly 200 students sign Hunter's Pledge! Brothers noted that the week-long campaign allowed them to come out of their shells and engage with other students.

Texas A&M University *Texas Eta*

The brothers of Texas Eta had a fantastic Safe Driving Week at Texas A&M! Most of the chapter participated during tabling, and 700 students signed Hunter's Pledge! The brothers also hosted Dine and Donate and Dares for Donations events during the week.



Clemson University
South Carolina Beta Colony

Clemson University set a high bar with its wildly successful inaugural Safe Driving Week. Not only did the South Carolina Beta Brothers crush their fundraising goal, they had heavy support from family, friends, and alumni. Music playing at the campaign table brought in students, leading to 250 signed pledges. Pie a Phi Psi was also held in the middle of campus.



Franklin & Marshall College
Pennsylvania Eta

Almost 270 students signed Hunter's Pledge during Safe Driving Week at Franklin & Marshall College. This was the first campaign for the brothers of Pennsylvania Eta.

University of Minnesota, Duluth *Minnesota Delta*

The University of Minnesota, Duluth has had Safe Driving Week since Spring 2022. This semester, the brothers of Minnesota Delta partnered with Gamma Zeta Pi sorority for tabling! Family members also donated to the cause.

DePaul University *Illinois Zeta*

Around 500 students signed Hunter's Pledge during Safe Driving Week at DePaul University! The brothers of Illinois Zeta used Bingo to raise funds, and set a goal next year for a two-week-long event. Brothers continued to fundraise with parents and alumni after their initial event dates.



Saint Joseph's University *Pennsylvania Sigma*

The brothers of Pennsylvania Sigma held a great Safe Driving Week at Saint Joseph's! Almost 200 students signed Hunter's Pledge, and the chapter partnered with Honeygrow for a Dine and Donate event.



Illinois State University *Illinois Epsilon*

Tabling on the quad, brothers of Illinois Epsilon held the first-ever Safe Driving Week at Illinois State University! 508 students signed Hunter's Pledge, and brothers said they really enjoyed spreading awareness.

Indiana State University *Indiana Eta*

Safe Driving Week at Indiana State University led to 100 students signing Hunter's Pledge! The brothers of Indiana Eta also hosted a Poker fundraiser.

Why isn't your chapter hosting Safe Driving Week?

Student groups working with Hunter's Fund are organizing pledge-signing campaigns on campuses to change driving behavior through Hunter's Pledge. Studies have also shown that signing a written pledge can change behavior 47% more effectively than other incentives.

It's time for you and your chapter to get involved!



Hunter's Fund provides a turn-key kit for Safe Driving Week. Here's what's inside.



1. **Banner**
Follow Mounting Hints on other side.
2. **Desk Pad**
3. **Mini Pledge Card Clip Board**
4. **Pledge Cards in Holder**
5. **Supplies Bag**
Extra things that will come in handy.
6. **Megaphone**
To attract crowds
7. **"I Pledged" Stickers**
Similar to "I Voted" stickers.
8. **Mint Jar**
9. **Key Chains**
If available.
10. **Wrist Bands**
One for each pledge signer.
11. **Tip Jar**
Start off with a couple of dollar bills.
12. **Newsletter**
13. **Educational Brochures and Holder**
14. **Statistics Poster**
If available.
15. **47% Poster**
16. **On-The-Go Book Marks**
17. **Poster with QR Code**
18. **Pens**
19. **Table Covers**
For a clean look
(included, but not pictured)

Help Line: 703-448-0436

There should be plenty of supplies for your event. If you do run out, contact your campaign chairman for additional supplies. Please call if you have any questions.

Hunter's Fund

Hunter Watson Memorial Fund, P.O. Box 326, McLean, VA 22101 • hunter.piland@hunterwatson.org

Schedule your call with Hunter's Fund today, and use a campaign kit just like this one to change lives and help end distracted driving! We can't do it without you!



**Change lives!
Bring Safe
Driving Week
to your campus!
Sign up today!**