

the conversation project

Hosting and Organizing College/Campus events

- The Conversation Project is for all of us, even those in the “Millennial” category. The reality is that people die before they should—more than 2 million Americans under the age of 30 have lost a parent or a sibling. TCP events can be extremely successful on college campuses in inspiring young people to start thinking about end of life care early and often.
- **Tips For hosting TCP events on college campuses**
 - **Connect with a campus leader**—a professor, faith leader, student government, volunteer organizations—who might be a good champion and sponsor for the event. They may also have venues you could use for your group.
 - **Promote the event creatively**—post flyers for the student union, create a Facebook event, tie it to campus events that are already going on
 - **Tie it to food!** College students (like anyone) love free food.
 - When possible, **keep events peer-to-peer**. The facilitator of the event should be a trusted peer of those attending. This helps stimulate conversation and foster trust.
 - **Use storytelling** to get the juices flowing. Ask students to break into pairs and share a story of an experience of death in their own lives.
 - **Let 20 somethings be 20 somethings!** If the questions on the Conversation Starter Kit aren't resonating with the audience, then broaden the questions so they're more relatable and general.
 - **Follow-up** with students after the event! Send them a survey on e-mail or via survey monkey. See what they thought of the event