

What is Amp It Up?

Amp It Up! is a signature event of the Better Together campaign that can take place any time in the first three weeks of November. It's a guerilla marketing event that will raise awareness of interfaith cooperation on your campus while making an impact on your Better Together campaign's action issue.

Because Amp It Up! is designed to take place in November, organizers are encouraged to incorporate values from many of the rich celebrations occurring this month, including the Jewish holiday of Sukkot, the Muslim Eid-al-Adha, the birthday of Sikhism founder Guru Nanak Dev Ji, the Baha'i month of Qudrat, and Thanksgiving.

How can I Amp It Up?



What makes an event an Amp It Up! event? Just ask yourself these simple questions:



Is it public and interactive?

Your event should be a short-term (from one hour to one week) pop-up installation in a public space, like the main green space where a large number of students will see it and interact with it. It might even be large enough for people to walk through it!



Is it explicitly and visually interfaith?

Your Amp It Up! event should creatively express the concept of interfaith cooperation and increase awareness of the existing interfaith work on your campus. You might ask people to convey why their values lead them to care about your action issue.



Does it positively impact your issue?

By incorporating your topic into the actual design of Amp It Up!, you will increase awareness on your campus about it and might even raise money for your campaign action issue. You might have a reserved space for people to donate money or material items as part of your project.



Does it build your Better Together campaign and get others involved?

One major benefit of having a public, interactive event is to give new people a taste of what your group is up to on campus and offer them opportunities to get involved. You will want to make sure that your signage and fliers clearly display your group name and Better Together. (You can get the logo at ifyc.org/bettertogether). Invite participants to come to your next event and join your campus' interfaith group on Facebook.



Call to Action

After you hold Amp It Up! on your campus, you should see an increase in the number of students who know about your action issue, come to future campaign events, or even want to join your Better Together team. You should also feel proud of the impact – either money/donations raised or awareness amplified – that Amp It Up! will have on your action issue. And because it is a Better Together signature event, your event will be eligible for the Better Together Awards. Make sure to keep a few things in mind:



Take lots of pictures and post them on the Better Together Facebook page (Facebook.com/ WeAreBetterTogether)



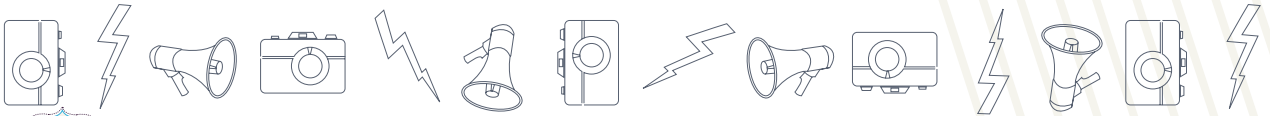
Give a shout out to people who participate on your campus' Better Together Facebook group



Don't forget to Tweet out your pictures, using the hashtag #BetterTogether

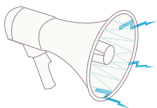


Keep a tally of the people who interacted with your event, so you can share your stats with your supporters and other organizers in your regional groups on Facebook.

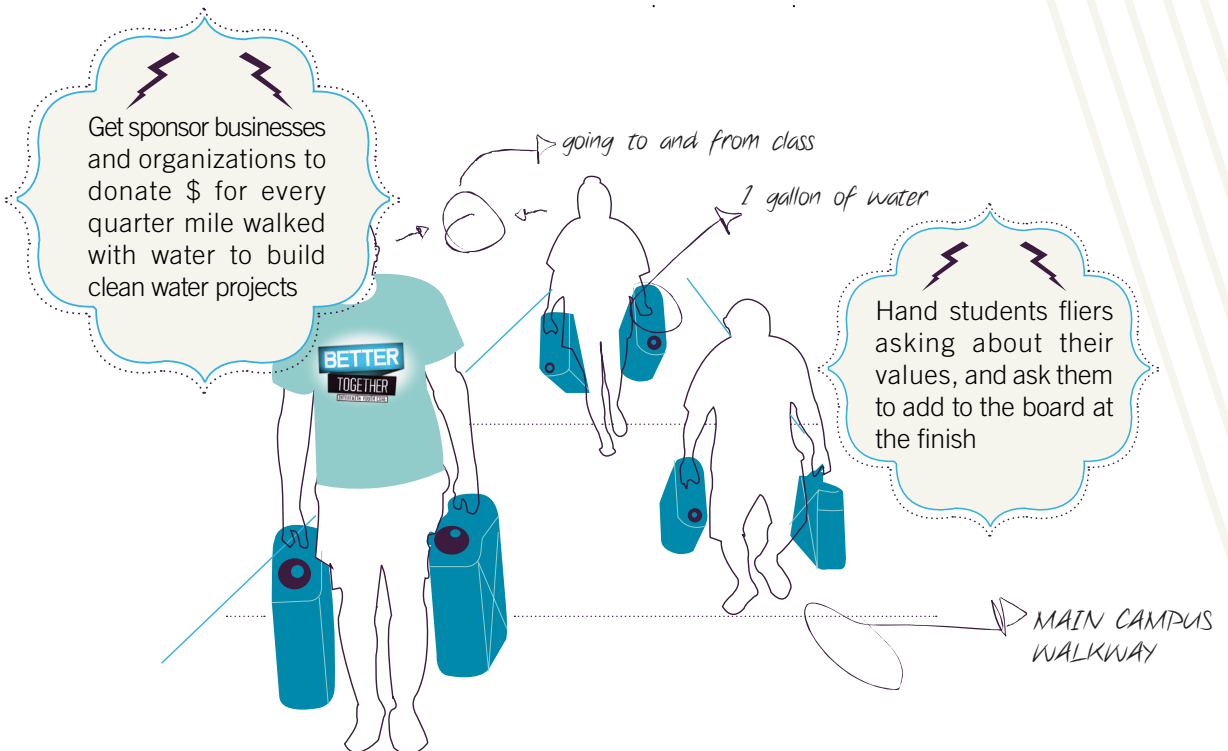


Amp It Up! Ideas:

Imagine your action issue is access to clean water in the developing world. Here's one creative way you might tackle that with Amp It Up!



Amp It Up! Walk for Water



- ✓ *Public/Interactive: main walkway to/from campuses during busy class times, getting people to participate, people from our group demonstrating all day*
- ✓ *Visibly Interfaith: signage and flyers of sponsor groups, posted notecards includes values statement*
- ✓ *Impact on Issue: raising money for water projects for each quarter mile completed, increased awareness through newspaper coverage*
- ✓ *Builds Better Together: Water containers have our group's logo on them, signs too. BETTER TOGETHER buttons for people who sign up to come to our next event.*



Here are some other ideas for interfaith action through Amp It Up! Be sure to include a way for people to voice their values no matter what your event.

- ⚡ Guerilla theatre in the main dining hall for food justice including mini Talk Better Together events at dining tables.
- ⚡ Collect cans for local hunger and spell out “Better Together” in giant letters in a public spot on campus.
- ⚡ Get a bus donated for a day, cover it with Better Together banners and a values reflection board, and fill it with donated clothes for local shelters.
- ⚡ Flash mob dance parties in the libraries for interfaith action on physical health with quick prompts between songs to talk about music and health in your religious/non-religious tradition.
- ⚡ Sleep out in the common areas for homelessness with interfaith conversation cards to get people voicing their values.

Amp it Up! is a signature event of the Better Together campaign. As a Better Together organizer, you will motivate others to identify and voice their values, engage with others in conversation about their values, and act together on an issue of your choice to improve the world. Your efforts and impact will be amplified through interfaith cooperation.

Visit our website ifyc.org/BetterTogether to sign up your campus, download the Better Together Toolkits, connect to the national movement, and get Better Together gear.