

**If They Had Known**  
**STUDENT AMBASSADOR**

**Thank you for wanting to make a difference in Clay's memory and helping to create an awareness about the risks in current party culture. Your participation will absolutely have an impact on every student who watches this film.**

**We hope the information below will help you in your role as a Student Ambassador. Please feel free to reach out with any questions or if we can help you in any way. We want this to be simple and meaningful for you.**

Below is some information to help prepare and organize for the event.  
ALL publicity and event materials may be found in the "Toolkit" on our website: [www.iftheyhadknown.com](http://www.iftheyhadknown.com)

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**THREE EASY STEPS TO PREPARE FOR EVENT:**

**1) PROMOTE THE EVENT:**

- **HELP TO PROMOTE THE EVENT THROUGH SOCIAL MEDIA, ETC.**  
Once the date is set, talk to friends, sports teams, clubs, fraternity or sorority — everyone on campus! Post on campus social media, school newsletter, etc.
- **HANG UP 10 PERMANENT POSTERS supplied in KIT around campus**
- **PRINT OUT CUSTOMIZABLE POSTERS** (found on website) customize posters with date/time/location/sponsored by - hang up around campus - THIS CAN BE DONE BEFORE YOU RECEIVE YOUR KIT!
- **PRINT OUT HANDOUT: "WHAT CLAY'S FRIENDS WANT YOU TO KNOW"**  
(also on website) This piece includes the key messaging of the film — the key items that each student should know after viewing the film. Each member of the audience should receive this piece.

**2) DECIDE ON PARTICIPANTS AND FORMAT OF PANEL DISCUSSION:**

- **DETERMINE PANEL PARTICIPANTS:**  
Are there other kids on campus who knew Clay or who would like to participate in event? This is your student panel! Determine how you may best reach out to these people. Again - use social media to get the word out!
- **PREVIEW THE FILM WITH ALL PANEL PARTICIPANTS:**  
Once you have established your Student Ambassadors, it is critical that ALL preview the film to prepare for event. If you would like to preview the film prior to receiving the KIT - just let us know and we'll supply a link for previewing purposes.

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**THREE EASY STEPS TO PREPARE FOR EVENT CONTINUED:**

**3) REVIEW MATERIALS:**

- **REVIEW FACILITATOR'S GUIDE** - The Facilitator's Guide includes many helpful hints on how to introduce the film and moderate the panel discussion following the film. (Facilitator's Guide also found on website)
  
- **REVIEW HANDOUT: "WHAT CLAY'S FRIENDS WANT YOU TO KNOW"**  
This piece includes the key messaging of the film - the key items that each student should know after viewing the film.
  
- **DETERMINE IF YOU WILL BE DISTRIBUTING COMMENT CARDS:**  
Purchase Index cards and pens for students to submit comments. Also secure boxes for cards to be placed at exit of auditorium.

ANY questions / comments - PLEASE reach out!

Email: [iftheyhadknown@gmail.com](mailto:iftheyhadknown@gmail.com)

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