

Motivating Change: Case Study on the Hearts for the Holidays Campaign

Overview

Through the Hearts for the Holidays Campaign, Friends for Life of America encourages high school, college, and university students to create inspirational cards for pediatric patients undergoing treatment during the holiday season.

Welcome Message

You have an exciting opportunity to join students across the country and around the world in helping to make the holiday season brighter for pediatric cancer patients and their families. Through the Hearts for the Holidays Campaign, Friends for Life of America encourages high school and university students to create inspirational cards for pediatric patients undergoing treatment during the holidays. Since the program's inception in 2000, more than 40,000 students have made a difference by participating in the Hearts for the Holidays Campaign.

In order to participate in the 2004 Hearts for the Holidays Campaign, your school must first register with the Friends for Life of America National Office by completing our online registration form. All interested schools may either organize this campaign through their chapter of Friends for Life or America or through another student organization. Suggested organizations include service clubs, fraternities and sororities, Student Government, and residence hall associations.

Through the Hearts for the Holidays campaign, Friends for Life of America and participating organizations have distributed thousands of cards to patients and their families. With help from our international supporters, we have been able to expand our campaign by sending cards in different languages to patients all over the world.

We hope you will join our efforts to make a difference in the lives of others this holiday season! If your school or organization would like to participate in our upcoming Hearts for the Holidays Campaign, please contact us with any questions or complete an online registration form to receive detailed program information.

Selected Participating Schools

Beacon College
Belmont University
Biola University
Boston College
Brown University
College of St. Rose
Florida International University
Florida State University
Fordham University

Kansas State University
Kathmandu Education Campus
Lee University
Lynn University
Massachusetts Institute of Technology
New York University
Nova Southeastern University
Palm Beach Atlantic University

Rensselaer Polytechnic Institute
Spelman College
State University of New York - Albany
State University of New York - Buffalo
Tavares High School
University of Arizona
University of North Carolina - Charlotte
University of Missouri - Columbia
University of Florida
University of Georgia
University of Indiana - Bloomington
University of Kansas
University of Maryland - College Park
University of Melbourne (Australia)
University of Miami
University of South Florida

Impact

Keisha Lindsay, Hearts for the Holidays Campaign Chair, said the event gives students a unique perspective by reminding them of the obstacles thousands of children and young adults are facing.

"Hearts for the Holidays raises awareness among college students by making them think about young patients around the world who are living with cancer," Lindsay said. "Our campaign encourages students to put aside their own problems for a few minutes and think about someone who really faces adversity."

Friends for Life of America National Chairman and Chief Executive Officer Steven D. Cohen said that the Hearts for the Holidays Campaign gives busy students a chance to do something quick that will have a lasting impact.

"Hearts for the Holidays is a great opportunity for those students who don't have time to volunteer," Cohen said. "Designing a card takes just a few minutes of their time, and it really does make a difference in another person's life."

For more information, please visit <http://www.friendsforlife.com/hearts>.