



## NJASC Year of the HERO

With your help, we are launching the Year of the HERO to raise awareness, register thousands of new designated drivers, and establish scores of HERO high schools and middle schools. Your fundraising support will help us grow and continue to save lives throughout our state with TV and radio advertising, billboards, social media promotions, speakers and educational programs described on this sheet. ***The HERO Campaign is your campaign. Join us as together we make New Jersey's highways the safest in the nation.***

The John R. Elliott HERO Campaign for Designated Drivers® welcomes you to...

## The NJASC “Year of the HERO”

For HERO High Schools and Middle Schools

### Be a HERO. Be a Designated Driver®

*Welcome to the John R. Elliott Hero Campaign for Designated Drivers®, the fastest-growing drunken driving prevention organization in the nation. We are a positive campaign promoting personal responsibility and the use of safe and sober designated drivers to prevent drunken driving tragedies. We started here and live here in New Jersey, and are proud to have been selected by the NJASC as your statewide charity for the 2013-14 school year.*

*We hope this HERO Campaign overview provides you with useful information about our organization, and answers your questions about how you can help us save lives by raising funds through NJASC. Our organization was inspired by the tragic death of our son, Navy Ensign John Elliott of Egg Harbor Township, Atlantic County, who graduated from the United States Naval Academy in May, 2000. He was named the Outstanding HERO of his graduating class and was preparing to enter flight school when he was killed two months later in a head-on collision with a drunken driver. A designated driver would have saved both their lives.*

### HERO Results in New Jersey

- Helped reduce DUI incidents by 35 percent over past decade, saving an estimated 400 lives
- 7,800 cars of DUI suspects impounded each year through John's Law
- Monmouth University Poll shows: 20 percent of NJ residents are aware of the HERO Campaign; Over 90 percent support the Campaign's objectives
- 200,000 New Jersey Motorists display HERO Campaign decals
- 100 highway billboards have displayed HERO message throughout state
- 10 Colleges and numerous high schools and middle schools support the Campaign
- 150 HERO Bars and Taverns participate through Jersey Shore HEROES program
- Recipient of Governor's Highway Safety Award

### “Year of the HERO” Campaign Goals:

- Expand Awareness of the HERO Campaign partnership with NJASC
- Utilize billboards, posters, mass media, social media and news media to promote the HERO Campaign and its message: **Be a HERO. Be a Designated Driver®**
- Register 20,000 new designated drivers
- Display 100,000 HERO window decals on cars throughout New Jersey
- Establish 100 new HERO schools
- Create NJ HERO School website and social media program
- Promote the campaign to 200,000 students using Facebook, Twitter and Instagram
- Promote After Prom & After Graduation Programs
- Launch the John R. Elliott Character & Leadership Program
- Measure increased awareness for the HERO Campaign through the Stockton Polling Institute



*The John R. Elliott HERO Campaign for Designated Drivers® is a not-for-profit organization registered in New Jersey and dedicated to promoting the use of sober designated drivers to prevent drunken driving tragedies.*

### Contact Us

For more information or assistance.

The HERO Campaign Office is located at  
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Scan to Learn  
More about the  
HERO Campaign.



## Here's How the Goals can be Met:

- Fundraisers could include a HERO Walk or Run, Volleyball-a-Thon, Dance Marathon, Nerfball or Soccer Tournament, Car Wash, Penny Drive or other events. In addition to raising funds, special events help promote the important role of designated drivers in preventing drunken driving.
- Include parents and family in efforts to promote the HERO Campaign and raise funds at your school and in the community.
- Hold HERO Week promotions at your school, combining assemblies and video presentations with fundraising events.
- Utilize HERO website and social media to promote events and build awareness among fellow students and in schools around the state.
- Encourage businesses, organizations and law enforcement in your community to adopt the HERO Campaign and display HERO coin-drop buckets, posters and decals.
- Hold registration drives at athletic events and local malls. Sell HERO wristbands to help raise funds.
- Distribute HERO Campaign information during school events and athletic competitions including brochures and car window decals.

## The "Year of the HERO" Recognition Programs

We will honor HERO Schools and HERO Students of the Year for:

- Most funds raised
- Most designated drivers registered
- Greatest impact through social media outlets including Facebook, Twitter and Instagram

**Your organization can also sell "Be a HERO" Wristbands for \$1/each.**

## How You Can HELP Build Character and Personal Responsibility:

### 1. Reach Out to Fellow Students

- Enlist the support of athletes, coaches and advisors of teams and clubs. Ask them to help you register designated drivers, increase awareness, and raise funds.
- Adopt HERO Pick-a-Pal buddy ride program to keep friends safe.

### 2. Reach Beyond to Your Community

- Ask your local police, community groups and bars and taverns to adopt the HERO Campaign. (Request "How to be a HERO Municipality" sheet)
- Hold community fundraisers like those listed or have a coin drop/canning drive at local businesses and malls.
- Encourage police departments, local utilities and rescue squads to display HERO decals on their vehicles.
- Distribute HERO Campaign information during community events. The HERO Campaign will provide starter kits including brochures, and car window decals.

### 3. Interact with local establishments selling alcohol:

- Ask them to display HERO posters and decals.
- Ask Taverns/Bars and Restaurants to provide free non-alcoholic beverages to sober designated drivers.
- Ask establishments if they would like to support your community fundraising activities.

### 4. Create your own contribution

- The HERO Campaign welcomes new ideas on how to raise funds and promote our life saving message to your fellow students and the public.

**FOR ANY FUND-RAISING ACTIVITY:** Please provide the name, phone number, and e-mail of the event coordinator. A letter confirming that we are a 501 (c) (3) not-for-profit organization is available upon request. **PLEASE NOTE: The HERO Campaign trademark & slogan are registered and copyright protected.** They can be reproduced solely for the promotion of our campaign. Do not alter the logos and brand marks without our prior approval.