



Boxing up Leadership!

Building Excitement & Engaging Stakeholders through Sponsored Welcome Boxes

HALEY Q. TRAINI & FAITH VAWTER



our goal

Explore new ways of connecting with students in a virtual format & get them excited about Leadership Axcademy

what we did

Shipped industry-sponsored welcome packages to each student every term.

Included: Welcome message, handbook, bookmarks, note pads, lip balm, fidget toys, face mask, other swag

how we did it

- Collect addresses
- Purchase supplies
- Solicit sponsorships

- Deliver/Mail
- Build hype on social media
- Engage with students

- Connect with existing & new stakeholders
- \$2,000 for 60 students for 1 term



Tip: Create sponsorship levels (e.g., book sponsor)



Tip: Purchase discounted items at printing & mailing



"Thank you so much for the lovely welcome box! I'm so excited to be a part of the Leadership Academy!"