

# UNIVERSITY STARTER KIT

Presenting Maharaji's message  
at Universities and Colleges

self discovery series



## APPROACH OPTIONS

### 1 Offer a free non-credit course: the Self-Discovery Series (SDS)

(Most Recommended: *students come to you, university-sponsored promotions*)

- This is a 3-part (40 mins. each) course that universities can offer students by incorporating it into their course guides. It concludes with an introduction to the Keys.
  - Approach the university administration/human resource office to offer a free (to the university) non-credit course/seminar series on self-development.
    - This usually requires an application process.
  - University affiliation can establish credibility and make classes more accessible to students. It can be helpful in publicizing events through descriptions on the course guide, better access to mailing lists, college newspapers, radios, tv, etc.
- **Have materials available to present to University administration**
- To order the Self-Discovery Series packages, visit:  
<http://www.coolchill.org/university/discovery.html>
    - Envelope and folder with info pamphlets and course agenda
    - A set of 3 DVDs for student viewing
  - Excellent hand-out material (magazine articles, brochures and DVDs) can be accessed through [www.contact-info.org](http://www.contact-info.org) and [www.tprf.org](http://www.tprf.org)
  - These courses have been offered throughout India with great success. They will be starting across North America soon and in the near future around the world.
- **Request equipment from the school**
- The school can often provide equipment required for the class (requested in the application form).
  - Items to request: video projector, VCR/DVD player, sound system, projection screen, table for materials and a room with theater style seating (at least 30 chairs).

### 2 Integrate the series into a current course.

- This can be useful if you network with professors (who teach a subject that is in line with learning about the self).

### 3 Network with other university groups

- Make acquaintances with students in somewhat similar student clubs to let them know this is something they might be interested in and arrange special video presentations.

### 4 Host a full-day workshop/mini-expo.

- Rent a room at the university to host the series. Contact the reservations office to research availability and prices of rentals.
- Check the university calendar of events for the possibility of fairs/expos where the series would be appropriate.

### 5 Form a "student organization/club" of people interested in Maharaji's message

- If a group of about 3-6 students and 1 faculty sponsor applies for club status, they are usually given free access to resources such as the use of rooms and A/V equipment.

## 6 Invite Maharaji to speak live

- Once there is solid participation in the Keys, please contact us at: [ypteam.help@coolchill.org](mailto:ypteam.help@coolchill.org), so that we can help coordinate a university tour invitation.

### VIDEO EVENT DETAILS

#### Venue

- A classroom large enough to hold at least 30 students.

#### Date

- Schedule the classes as far out from exams as possible. Research when exams are scheduled. This information can be obtained online, from the student affair's office or from students attending the school.
- In the past, Thursday evenings have had the most attendance (as these evenings don't usually clash with going-out nights). Wednesdays could be a good alternative.
- Ask the reservation office for help.

#### Time

- The best time is between 4 and 6 p.m.
- Schedule events close to the end of classes so students don't have to go home and then return to school.
- Make sure the event time does not conflict with evening or night classes.

#### Atmosphere

- The events can be most effective if they have a casual, social and inviting atmosphere, where students can have general questions answered.
  - Music, performances and refreshments such as pizza and soda can also be effective.

#### Recommended DVDs, if not doing SDS:

(20 – 30 minute DVDs are ideal for students)

- Feeling Peace
- Enjoying Life
- Bangkok Introductory
- Nova, Salamanca, Berkeley, Griffiths University event tapes
- Thirst and Contentment

#### Material available for guests

- ❑ Contact Information/sign-in sheet (for **follow-up**).
- ❑ Keys Library
- ❑ Invitations listing future events at the university and general area.
- ❑ Website contact information
- ❑ Cable Schedules
- ❑ Booklets and magazine articles from [www.tprf.org](http://www.tprf.org).
- ❑ CDs & DVDs
- ❑ All or some of the above could also be distributed on a single informational/multi-media CD

### PROMOTION

#### E-mail (sample email: Invite.doc)

- Approach the student affair's office and ask if they will send a mass e-mail to all university students on series' behalf.

## University Newspaper

- Most universities have a student paper, that is circulated at newspaper stands across the campus.
- Articles and advertisements can be submitted to PR for pre-approval then to the university for final approval and publishing.
- Verify that advertisements for this approved course will be published free of charge, otherwise get the advertising price lists.
- Check deadlines for publishing far in advance, some only run once a semester.

## University Radio

- Contact the university radio station and inquire about broadcasting advertisements for the events/courses.

## Posters

- Eyecatching posters that appeal to the majority work best.
- Mention refreshments and featured performing artists on the poster.
- Post at least 10 days before the event.
- Ensure that the posters are still on display until the event. Often other organizations/students poster over it.
- Post them in obvious places following applicable guidelines (ask at the reservation office). The best area to use is the student center or wherever students hang out, such as the university pub.
- Advertisements should also evolve or keep changing.
- Provide posters in a majority of the languages spoken by students at the school. (When a student looks at a poster in their mother tongue, they are more likely to take an interest in the events.)
- Generally posters are not successful as the only mode of advertising. Rather, they should be used as reminders pointing to events publicized using other means.
- Editable templates will be available soon on [www.coolchill.org](http://www.coolchill.org). If you decide to modify the posters, please coordinate designs with SDS colors and appearance for easy recognition.

## Event invites

- These can be used as a mode of personal advertising by one on one interaction and giving to students who seem interested.
- Can also be mailed to students (after obtaining the required permission).

## FOLLOW-UP

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| <ul style="list-style-type: none"><li>• Please communicate with and support the interested students during the discovering more and Keys process.</li><li>• Host follow-up events showing current video broadcasts.</li></ul> |
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- It is not necessary to be a student, faculty or young person to host the Self-Discovery Series. However, it is recommended to have at least one young adult on your team or be in communication with the YP team.
  - Teamwork is key. Please contact you local SAM for help finding volunteers.

Enjoy!

**For any questions, you may contact:**

[ypteam@coolchill.org](mailto:ypteam@coolchill.org)