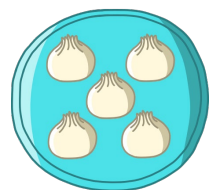




HAVE YOU *Eaten Yet?*

OUTREACH CAMPAIGN OVERVIEW

FOR ASIAN AMERICAN STUDENTS



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HAVE YOU EATEN YET? (HYEY) | CAMPAIGN OVERVIEW

What is the campaign?

Have You Eaten Yet? or HYEY is a new student outreach campaign to reach Asian American students on campus through social media, events, and community. The question, "Have you eaten yet?" is an expression of acknowledgement and care for another. It's also an invitation for Asian Americans to belong to your community.

The HYEY campaign is an opportunity to build trust and create authentic conversations with each other. Explore how this question can impact your campus through your chapter or small group's hospitality as your community strives to be a reflection of God's hospitality on campus.

What can you do on your campus?

1. **Share on social media** | Create customizable posts, stories, virtual proxies, and promotional materials to reach Asian American students on social media. Templates and graphics packs are available.



2. **Welcome with HYEY Swag** | Give out HYEY swag at tabling events, in care packages or goodie bags. HYEY [buttons](#), [cards](#), [postcards](#) and [stickers](#) are available at the [InterVarsity Store](#).



3. **Host a Lunch Break!** | An open space for community building, deeper conversations, and storytelling through food.
4. **Start a Bible Study** | Use the HYEY Bible study guide in your small group or start a new Bible study on campus with your Asian American community.

Example of a Campaign Schedule

Leadership training on proxe/conversation guide

Week 1:

Launch Virtual Proxe | HYEY Proxe Intro

Tabling with HYEY Swag

Host First Lunch Break

Week 2:

Virtual Proxe | HYEY Proxe 1

Host Lunch Break

Care Packages with HYEY Swag

Week 3:

Host Lunch Break

Small Group | HYEY Bible study series

Week 4:

Celebrate and post picture on Social Media

Continue Small Groups