



Promoting the Sorority Experience via International Badge Day

International Badge Day was created to honor sisterhood and pride in sorority membership. Whether you are a collegian or an alumna, International Badge Day provides a perfect opportunity to promote the benefits of sorority membership and the sorority experience on your campus or in your community.

Below are resources NPC has created to help you promote your celebrations of sisterhood and sorority membership.

Celebration Ideas

Use [NPC's guide to participating in International Badge Day](#) for information about what Badge Day is and ways you can celebrate individually or as a sorority community. The guide includes tips for how to celebrate online and in person as well as how to promote your celebrations via the media.

Please also see the [Badge Day FAQ](#) for more information.

Badge Day Logo

International Badge Day has its own logo and the annual theme "Wear Your Letters on Your Heart." [Download the logo.](#)

Social Media Examples and Templates

Everyone is encouraged to share their International Badge Day photos and stories of what sorority membership means to them. [View sample social media examples and templates](#) for ideas about what to share.

News Release Template

A news release is another way to promote your Panhellenic's participation in Badge Day with the broader community. Personalize the Badge Day news release template with your Panhellenic's celebration details and share it with local media (e.g., campus or city newspaper). [Download the template.](#)

Sample Media Pitches

Reaching out directly to your campus newspaper or other local media outlets to promote your Panhellenic community's participation in Badge Day is another way to educate others on the meaning and importance of this celebration of sorority membership. Personalize and use these sample media pitches to do that. [Download sample media pitches.](#)