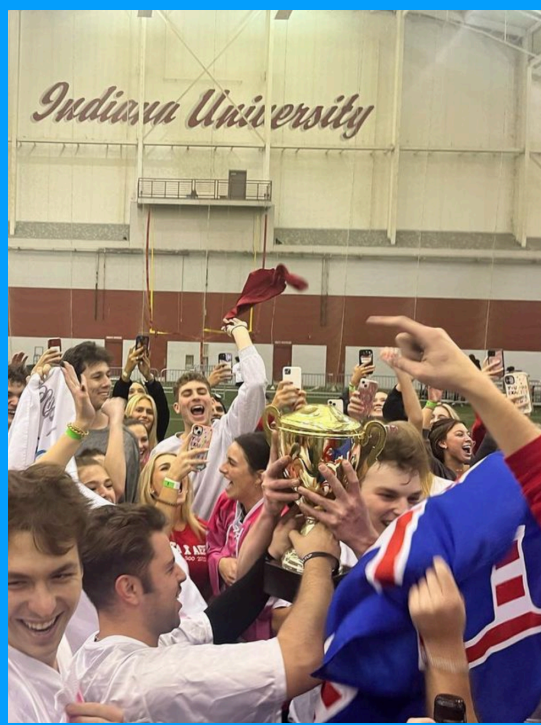




COPA DEL GREEK

THE SITUATION ⁰¹

Charity events in IU's Greek Life were typically low-profile and failed to engage the community, leaving significant resources untapped. I aimed to change this by creating a standout event that would redefine how philanthropy was perceived and embraced by the Greek community.



02 PROJECT GOALS AND OBJECTIVES

The goal was to merge social events with philanthropy by designing a co-ed soccer tournament that maximized engagement and donations. By combining competition with a lively social atmosphere, the strategy sought to make philanthropy both fun and impactful for Greek Life students.

IMPLEMENTATION STRATEGY ⁰³

I launched a co-ed soccer tournament that brought together sororities and fraternities, creating an exciting and inclusive event that was heavily promoted as a must-attend occasion. The event successfully blended social fun with a strong philanthropic purpose, drawing significant participation and donations.



\$200,000 raised

04 THE RESULTS

Over three years, Copa del Greek garnered over 590K media impressions, raised over \$200,000 for the LiveLikeLou foundation, and secured sponsorship from LineLeap. This event transformed Phi Delta Theta's alpha chapter into the world's top ALS-contributing house, demonstrating the power of purpose-driven philanthropy.

