

# Social Influence Campaigns to Create Prosocial Change

Salena Brody, Ph.D.  
Salena.brody@gmail.com



# Buzzkill

Raised \$2090 for malaria prevention and generated 200 signed post cards that were sent to the White House



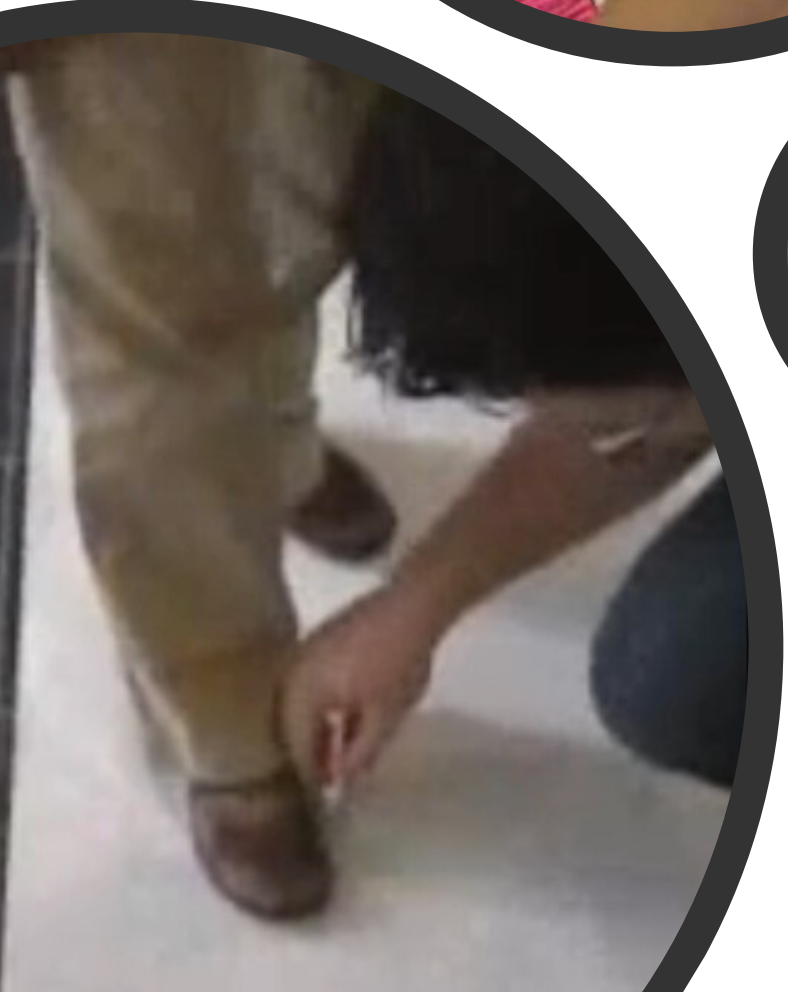
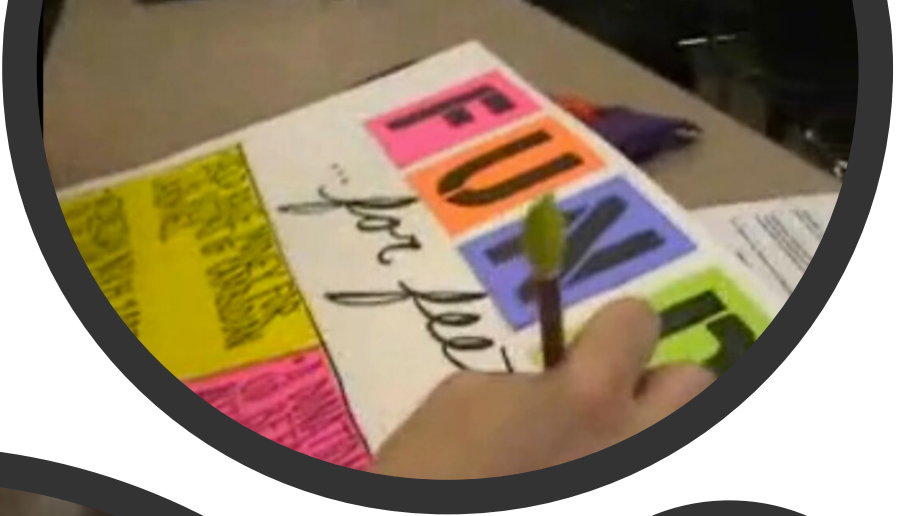
Photo credit: Nick Young





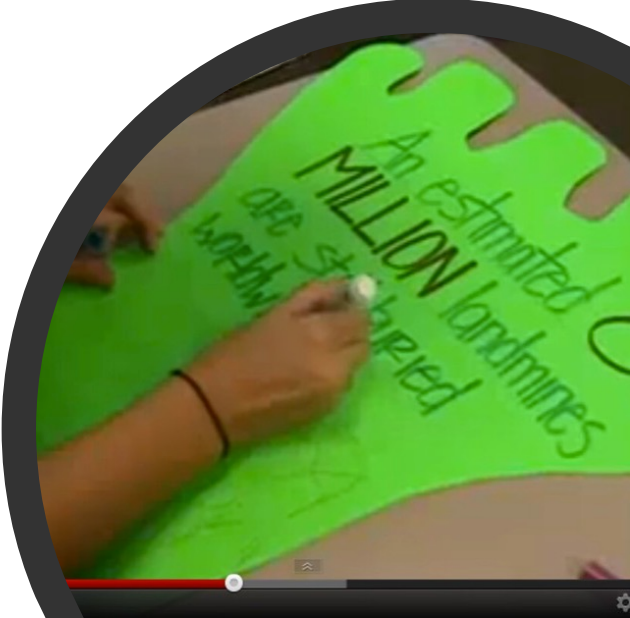
# Text to Save a Life

Raised \$1990 for Pakistan Flood relief



# Funds for Feet

Raised \$1,100 for landmine survivors



The Collin College **SOCIAL JUSTICE CLUB** presents:

# Traffic Stop

A fight against Slavery and other forms of human trafficking

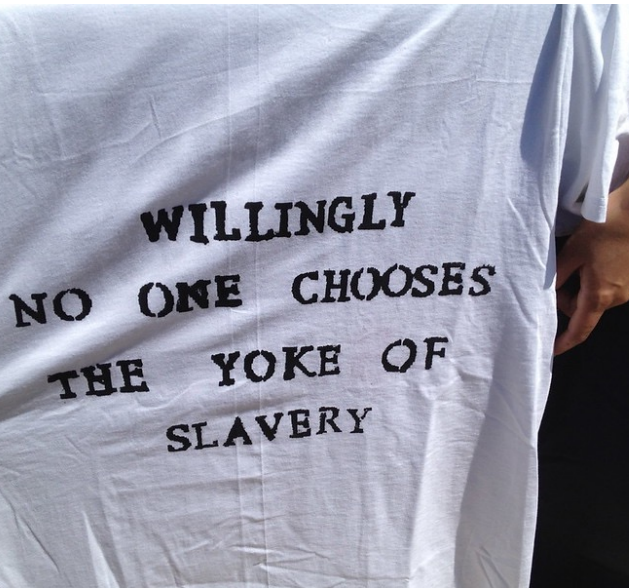
Thursday, April 19th  
Preston Ridge campus conference center, 5pm

**Documentary screening and special guest speaker**

**HUMAN TRAFFICKING**  
ITS MODERN DAY SLAVERY

Slavery is no myth. It still exists. Millions of children around the world are trafficked and enslaved through forced labor, sexual exploitation, and child-soldiering. Survivor Melissa Woodward will share her personal testimony as a survivor of child sex trafficking in America and what children in America are facing, including a lack of critical services. We will screen a documentary on the trafficking of young victims. Be an abolitionist and join us in the fight to right this wrong.

**IT HAS TO STOP.** The event is FREE to the public. Donations will be accepted to benefit the Polaris Project, Not for Sale & For the Sake of One—three non-profit organizations working to end human trafficking. Questions? Contact Dr. Salena Brody, sbrody@collin.edu



# Traffic Stop

- Brought community education (survivor of local human trafficking) + documentary along with \$540 raised for 3 anti-trafficking organizations



**Building Hope**

---

Raised \$569 for a local Habitat for Humanity family

# Harvest Box Project

---

- Over different semesters, students donated 22 boxes of shelf-stable foods to Meals on Wheels (~\$880)





# Blossoms of Hope

Students raised \$1,327 for Red Cross  
Tsunami relief efforts in Japan

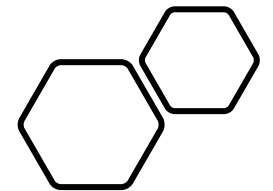




## Stop Global Worming! Event

2 day fundraiser for Evidence Action's Global De-worming Initiative.

\$1,094.13 RAISED





Strike Out Ebola event

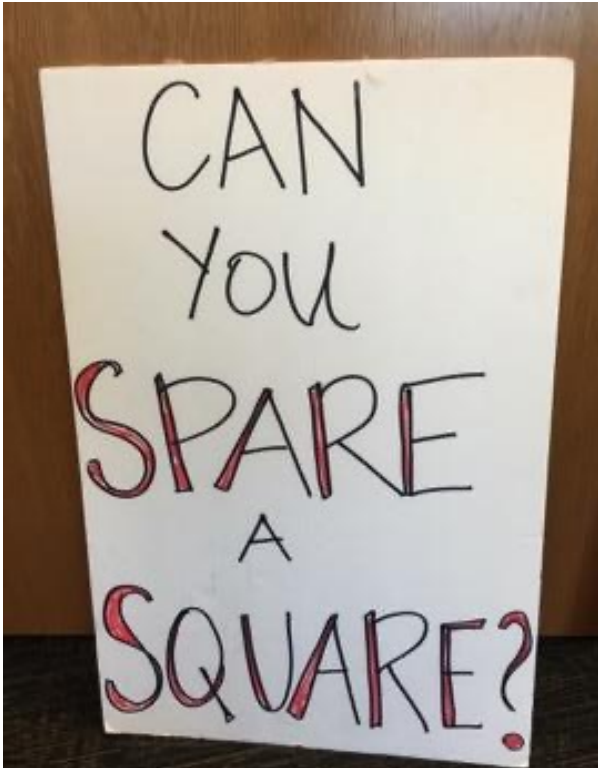
Raised \$1,155 in 4 hours for UNICEF Prevention and Treatment Funds.

With matching funds: \$2310 RAISED



Chick Power raised  
\$1280 in 4 hours for  
Heifer International

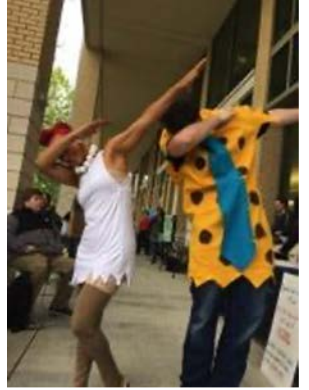


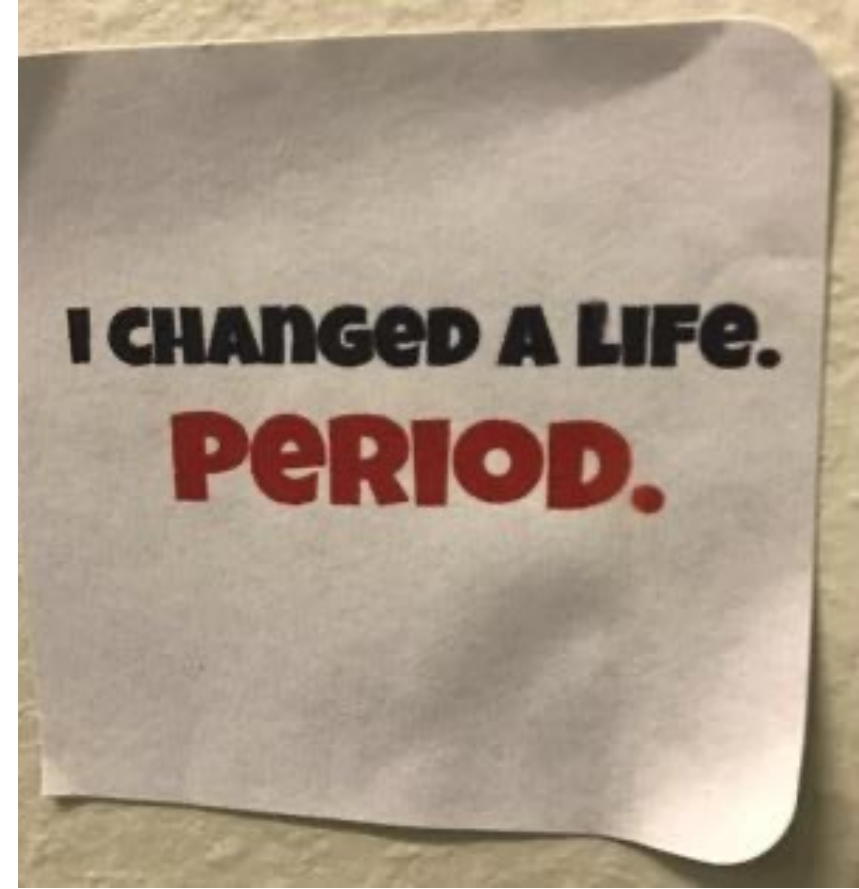


Everybody Poops! raised \$1501  
in 4 hours for SOIL

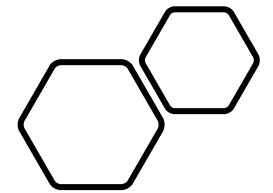
# Funds for Flint!

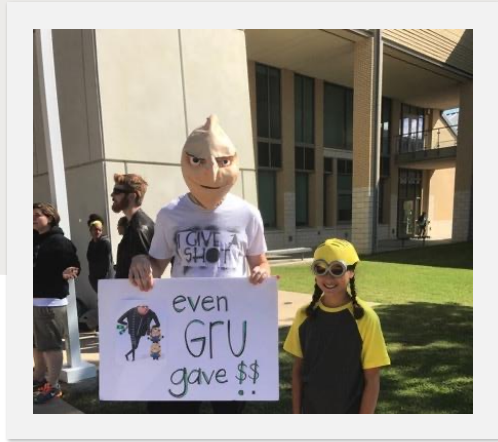
Raised \$670 in 4 hours  
for Flintkids.org





Go with the Flow raised \$2,745 in 2 days  
for Days for Girls International





**Despicable Measles raised \$2,787 in 2 days for  
Days for the UN Shot@Life program**