



Anthropology is the study of us.

Campus Campaign: Celebrate World Anthropology Day!

The American Anthropological Association (AAA) is celebrating anthropology and anthropologists around the world through the declaration of World Anthropology Day.

Anthropologists are innovators and creative thinkers who contribute to every sector of society. Help us celebrate what anthropology is and what it can achieve by hosting an event on your campus.

About Anthropology Day

World Anthropology Day is a day for anthropologists to celebrate and share their discipline with the public around them. Activities on campuses around the world will build enthusiasm and awareness for current and future anthropologists.

Online Resources

<http://americananthro.org/WorldAnthroDay>

Social Hashtag: #AnthroDay

Mention AAA on Twitter (@AmericanAnthro), Instagram (@americananthro) and Facebook (American Anthropological Association) and we'll share your posts.

How to get involved:

We welcome your participation in any capacity. The exciting part about our effort is that it requires no fundraising and focuses solely on public education and having fun with anthropology. In other words, this is a great opportunity for a class or student group to take a leadership role in raising awareness about anthropology!

Suggested activities include:

- Host an event to share the work of your Anthropology Department. This could be a lecture or brown bag lunch, a coffee house meetup, or even a happy hour event.
 - Inspire your fellow students and the public to ask questions!
- Initiate an Anthropology Club led community service project
 - Reach out to the local community!
- Provide a presentation about anthropology to children in your local school
 - Spark curiosity in future anthropologists!
- Host a field trip to your worksite or lab
 - Get your peers and the public involved in what you do!
- Write an article in your campus paper about your work in anthropology
 - Inspire readers to understand how anthropology is relevant to everyone!

Need more help cultivating activity ideas? Read the Activity Tip sheet or contact Anne at akelsey@americananthro.org.

Register your event with the American Anthropological Association to receive official Anthropology Day materials by emailing Anne at akelsey@americananthro.org with your mailing information and a brief description of the activity you'd like to carry out.

The kit includes:

- Electronic tools available online: <http://americananthro.org/WorldAnthroDay>
 - Customizable World Anthropology Day flyer template
 - World Anthropology Day logos
 - Customizable press release template
- Items to share on campus
 - World Anthropology Day buttons and balloons
 - World Anthropology Day long-sleeve T-shirts and hats
 - Anthropology posters

Selfie Contest

As the study of what makes us human, anthropology is “the study of us.” In other words, anthropology is the ultimate selfie!

We want to see your events! Post a selfie celebrating what anthropology means to you and mention AAA on Twitter (@AmericanAnthro), Instagram (@americananthro) or our Facebook page (AmericanAnthropologicalAssociation) using #AnthroDay. The three most creative selfies will win \$100 for your anthropology club or department to spend on future activities.



Campus Campaign Fun Facts

Fun Facts about the American Anthropological Association:

- More than 10,000 anthropologists worldwide make up the professional network of the American Anthropological Association.
- Historically, anthropologists in the United States have been trained in one of four areas: sociocultural anthropology, biological/physical anthropology, archaeology and linguistic anthropology.
- AAA has an award-winning public education campaign called [RACE: Are We So Different?](#) The campaign has three museum exhibits that have travelled the country for more than 10 years.
- AAA members speak more than 10 languages, with the top three being English, Spanish and French.
- Want to know what is trending in anthropology today? [Anthropology News](#) has been keeping anthropologists up to date for more than 100 years!
- 25 percent of AAA members are experts in various facets of Latin America and the Caribbean. 22 percent in Asia. And 16 percent in North America.
- AAA produces [21 journals and newsletters](#) through our publishing partner Wiley-Blackwell.
- The [AAA Summer Internship Program](#) is funded solely by member donations.



World Anthropology Day Campus Campaign Checklist

This checklist will help organize your successful campus event.

Four Weeks before Launch

- Recruit volunteers to help implement your event
- Meet with your team to brainstorm other unique ways to promote the day
- Contact AAA with your event plans
- Distribute anthropology posters to local schools and community centers

Three Weeks before Launch

- Secure date (s) and venue (s) to set up event
- Reach out to anthropologists on campus at the undergraduate, graduate, and faculty levels who could participate, provide tours, or share their work.

Two Weeks before Launch

- Create flyers or other materials promoting the campaign. Customizable template available on <http://americananthro.org/WorldAnthroDay>
- Email club members with a schedule of the event(s) your club will be hosting.

One Week before Launch

- Meet with your team to discuss roles and responsibilities.
- Email and share your event on social media to engage additional potential participants. Have a member of your club, group or department share why they ❤️ anthropology each day leading up to World Anthropology Day. Make sure you mention AAA or use the AnthroDay hashtag.

During the Campaign

- Send campaign updates including photos of events and stories from students on campus. We will post your updates via Facebook, Twitter and the AAA blog to spotlight your activity.
- Post World Anthropology Day selfies using #AnthroDay for a chance to win \$100 towards your next club or department event!

After the Campaign

- Provide feedback to AAA about how campaign went, including suggestions for next year.