KNOWHOW2GO SCAVENGER HUNT
ABOUT THE EVENT

What
The KnowHow2GO Scavenger Hunt is a fun and interactive way to get students to tour a local university and become comfortable and familiar with a campus environment. The event requires students to form teams and find locations on a list provided to them within a set amount of time. The team that proves they’ve visited the most locations wins a prize.

Why
College campuses can be a daunting place for pre-college students, especially those who’ve never visited. The Scavenger Hunt is an entertaining way to introduce students to a college campus — and let them explore it on their own. Students can also re-create this experience at KnowHow2GO-U, an interactive virtual campus, at KnowHow2GO.org.

Who
The KnowHow2GO Scavenger Hunt, like the KnowHow2GO campaign, is targeted at students in grades 8 – 10. Still, the game is suitable for most middle and high school students, provided there is adult supervision.

Included in the Toolkit
- Step-by-step event instructions
- Sample list of campus locations/actions
- Tips for hosting a great event
- Tips for attracting the media
- Press release template
- Localizable art files for promoting the event

Others Items Needed
- Campus maps for participants
- Copies of the scavenger hunt list
- Pens/pencils for each student/team
- Digital or instant camera, or camera phone, for each team leader (can also be provided by student team leaders)
- Prize(s)
KNOWHOW2GO SCAVENGER HUNT
EVENT INSTRUCTIONS

1. Identify a local campus that will allow you to host the event. Start by compiling a list of colleges and universities that are close by and safe. Then, reach out to the schools’ public relations or admissions director to ask permission.

2. Once you secure a campus, meet with your contact there to select a date, time and Scavenger Hunt headquarters location for your event. Ask for a guided tour and suggestions for locations to include on your Scavenger Hunt list.

3. Finalize this list using the Sample List of Campus Locations/Actions below. The list should include locations on the campus of choice that students can prove they’ve visited through photos or other tangible evidence.

4. Assemble a planning committee with representation from all involved parties: your organization, schools and the host university. Ask for volunteers to staff the event; you may need quite a few, depending on the size of the campus. Ask about any security access issues (if buildings cannot be entered without student ID cards, etc.)

5. Consult the Tips for Hosting a Great Event in this toolkit.

6. Reach out to local businesses who may want to sponsor the event or donate prizes for the winning students. Approach businesses you have relationships with and send others a customized Letter using the sample included in this toolkit.

7. Devise a strategy for promoting the event. This strategy should include printing posters and flyers with event details and hanging them throughout your community and including a mention on your Web site, if applicable. You may localize the flyers and posters in this toolkit.

8. Focus your promotion on the students, parents, schools and other student-serving organizations. Require student teams to sign up in advance of the event and set standards, such as: teams must have four students in grades 8 – 10. Each team should elect a team leader and finish the Scavenger Hunt within an agreed-upon time.

9. Invite local TV, radio and newspaper reporters to the event. Follow the Tips for Attracting the Media and localize the Press Release template in this toolkit. Media outreach could result in positive recognition for your organization and event sponsors.

10. Before the event begins, hand the student teams a list of locations on campus that they must prove they’ve visited. Indicate a time they must return to a meeting spot so judges can collect the evidence and determine a winner.

11. Execute a high-energy event that helps students picture themselves on a college campus!
The Scavenger Hunt list you provide to students will depend on the campus. Use this list as a guide as you’re planning your event:

- Find out how many languages the university offers courses in.
- Find out the name of the university’s mascot.
- Find out which dorms are available to freshmen.
- Find the name of the campus radio or TV station. Earn a bonus point for taking a picture at either location.
- Find the gymnasium and write down their hours of operation for the day.
- Find three faculty offices. Write down the professors’ names and office hours. Earn a point for each pair.
- Go to a fraternity or sorority house, and ask for the name of its president. Earn an extra point for taking a picture with him or her.
- Go to an arts building and take a picture in front of a student display.
- Go to the English department and find the name of the chair.
- Grab a pamphlet about a student organization, such as a service fraternity.
- Jot down the names of two campus cafeterias or food stands.
- Take pictures on a bench that’s been dedicated to an alumnus.
- Pick up an informational brochure from a career center.
- Pick up a copy of a free campus newspaper.
- Pick up a pamphlet from the health center.
- Take a picture in a campus computer lab.
- Take a picture in a science lab.
- Take a picture in front of the campus chapel.
- Take a picture in or around the football stadium. Earn an extra point for a picture taken on the football field.
- Take a picture in the university bookstore. Earn an extra point if everyone in your group is wearing something with university colors.
- Take a picture of college students on the quad.
- Take a picture with a student wearing a university sweatshirt or t-shirt.
- Sketch a picture of a statue on campus. Earn an extra point for a good drawing!
- Talk to five students — and write down their names, majors and hometowns. Each conversation is worth one point.
- Visit a campus library and ask the librarian how many volumes they have.
- Visit the admission office and pick up an application. Earn an extra point for finding out the school’s minimum ACT score.
- Visit the financial aid office and collect a FAFSA (Free Application for Federal Student Aid). Earn an extra point if you pick up information on at least one scholarship.