

SU-SIFE brings Saatchi & Saatchi's 'DOT: Do One Thing' campaign to campus

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SU-SIFE has teamed up with world-renowned advertising agency Saatchi & Saatchi to bring the "DOT: Do One Thing" campaign for sustainability and action to university campuses.

The DOT campaign encourages people globally to make one small positive change in their lives in order to contribute to a collective big positive difference in the world.

Come celebrate the launch of DOT at Syracuse University. Declare your own DOT—your "one thing" you'll do to better the world—on campus this Monday and Tuesday, March 7 & 8.

DOT stations will be set up in each college 10:30-3:30 over the two days. At each station, first submit your DOT virtually to <http://dotoncampus.com>, the social media platform going live fresh Monday morning.

Then, physically toss in your DOT to contribute to the DOT on Campus giant ball pit project. With everybody's help, we can make a pretty awesome thing.

What's your DOT?

Website: <http://dotoncampus.com/>

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