



## **2022 Promotional Partner Collateral to Promote the Global Conference on Sustainability in Higher Education**

*\*NOTE: All text in red is placeholder text and must be filled out by the Promotional Partner.*

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### **Social Media**

#### **#GCSHE Facebook Copy**

1. We're excited to be a Promotional Partner for [AASHE's](#) Global Conference on Sustainability in Higher Education (#GCSHE)! This virtual event will take place across 3 dates: Oct. 18, Oct. 26 and Nov. 3. Register using our code **[INSERT DISCOUNT CODE]** for \$50 off full conference registration:  
<https://www.aashe.org/conference/registration/register-now/>
2. [AASHE's](#) Global Conference on Sustainability in Higher Education (#GCSHE), themed "The Urgency of Now," will take place virtually on Oct. 18, Oct. 26 and Nov. 3. Register today using our code **[INSERT DISCOUNT CODE]** for \$50 off full conference registration: <https://www.aashe.org/conference/registration/register-now/>

#### **#GCSHE Twitter Copy**

1. We're a Promotional Partner for [@AASHENews](#)' #GCSHE! Use our code **[INSERT DISCOUNT CODE]** for \$50 off full conference registration to this exciting virtual event:  
<https://www.aashe.org/conference/registration/register-now/>
2. We're excited to be a Promotional Partner with [@AASHENews](#)! Use our discount code **[INSERT DISCOUNT CODE]** for \$50 off full conference registration. AASHE's #GCSHE takes place virtually Oct. 18, Oct. 26 and Nov. 3. Register today:  
<https://www.aashe.org/conference/registration/register-now/>

#### **#GCSHE Instagram Copy**

1. We're a Promotional Partner for [@AASHENews](#) Global Conference on Sustainability in Higher Education (#GCSHE)! This virtual event will take place across 3 dates: Oct. 18, Oct. 26 and Nov. 3. Register using our code **[INSERT DISCOUNT CODE]** for \$50 off full conference registration. Link in bio. [ADD LINK TO BIO:  
<https://www.aashe.org/conference/registration/register-now/>]
2. [@AASHENews](#) Global Conference on Sustainability in Higher Education (#GCSHE), themed "The Urgency of Now," will take place virtually on Oct. 18, Oct. 26 and Nov. 3!

Save \$50 off full conference registration using our discount code **[INSERT DISCOUNT CODE]**. Link in bio. [ADD LINK TO BIO:  
<https://www.aashe.org/conference/registration/register-now/>]

### #GCSHE LinkedIn Copy

1. We're a Promotional Partner! Save the Date for [AASHE's](#) Global Conference on Sustainability in Higher Education (#GCSHE) that will take place virtually across 3 dates: Oct. 18, Oct. 26 and Nov. 3. These three separate and distinct dates will allow attendees to learn, absorb and reflect on the content from incredible speakers like yourself! Learn more and register using our code **[INSERT DISCOUNT CODE]** for \$50 off full conference registration today:  
<https://www.aashe.org/conference/registration/register-now/>
2. We're excited to be a Promotional Partner for [AASHE's](#) Global Conference on Sustainability in Higher Education (#GCSHE)! Register for this virtual event using our code **[INSERT DISCOUNT CODE]** for \$50 off full conference registration. #GCSHE will bring together sustainability leaders from around the world in a virtual format to explore this year's theme, "The Urgency of Now." Register today:  
<https://www.aashe.org/conference/registration/register-now/>

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## Website

### #GCSHE Key Details for an Event Calendar

- **Event Title:** AASHE's Global Conference on Sustainability in Higher Education (#GCSHE)
- **Date & Time:** Oct. 18, Oct. 26 and Nov. 3
- **Event Location/Venue:** Virtual
- **Website Link:** <https://www.aashe.org/conference/registration/register-now/>
- **Organizer:** The Association for the Advancement of Sustainability in Higher Education (AASHE)
- **Organizer Website:** <https://www.aashe.org/>
- **Event Description:** The Global Conference on Sustainability in Higher Education brings together sustainability leaders from around the world in a virtual format to share effective models, policies, research, collaborations and transformative actions that advance sustainability in higher education and surrounding communities. Explore this year's theme, "The Urgency of Now," and take part in the clarion call for transformative sustainability solutions that match the speed and scale of the challenges we face. **[ORGANIZATION NAME]** community members can register and save \$50 off a full conference pass with code: **[INSERT DISCOUNT CODE]**.

### #GCSHE News/Blog Post Copy

- **Title:** **[ORGANIZATION NAME]** Community Members Save \$50 off AASHE's #GCSHE

- **Copy:** As an AASHE #GCSHE promotional partner, we are happy to provide you with a \$50 discount off a full conference pass AASHE’s Global Conference on Sustainability in Higher Education (#GCSHE)! This popular event takes place on Oct. 18, Oct. 26 and Nov. 3 to ensure the optimal absorption of content while allowing you to balance personal and professional obligations.

Use code **[INSERT DISCOUNT CODE]** to [register and save today](#) and join sustainability leaders from around the world in a virtual format to share effective models, policies, research, collaborations and transformative actions that advance sustainability in higher education and surrounding communities.

Explore this year’s theme, “The Urgency of Now,” and take part in the clarion call for transformative sustainability solutions that match the speed and scale of the challenges we face.

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## Newsletter

### #GCSHE Newsletter Paragraph

- **Title:** Register for AASHE’s #GCSHE!
- **Copy:** Join us on Oct. 18, Oct. 26 and Nov. 3 at AASHE’s Global Conference on Sustainability in Higher Education (#GCSHE) to explore the theme, “The Urgency of Now,” and take part in the clarion call for transformative sustainability solutions that match the speed and scale of the challenges we face. [Register](#) using our discount code, **[INSERT DISCOUNT CODE]**, to save \$50 off a full conference pass.

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## Email

### #GCSHE Dedicated Email Copy

- **Preheader:** **[ORGANIZATION NAME]** community members save \$50 off registration.
- **Subject Line:** Register for AASHE’s #GCSHE!
- **Copy:**  
Dear **[NAME]**,

As an AASHE #GCSHE promotional partner, we are happy to provide you with a \$50 discount off a full conference pass AASHE’s [Global Conference on Sustainability in Higher Education \(#GCSHE\)](#)! This popular event takes place on Oct. 18, Oct. 26 and Nov. 3 to ensure the optimal absorption of content while allowing you to balance personal and professional obligations.

Use code **[INSERT DISCOUNT CODE]** to [register and save today](#) and join sustainability leaders from around the world in a virtual format to share effective models, policies,

research, collaborations and transformative actions that advance sustainability in higher education and surrounding communities.

Explore this year's theme, "The Urgency of Now," and take part in the clarion call for transformative sustainability solutions that match the speed and scale of the challenges we face.

Please feel free to send any #GCSHE-related questions to [conference@ashe.org](mailto:conference@ashe.org).

Warmly,  
**[ORGANIZATION NAME]**, on behalf of AASHE

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## Other Ways to Promote

### #GCSHE Webinar/Podcast/YouTube/Vimeo/Other Video Site Mention Script

- As an AASHE #GCSHE promotional partner, we are happy to provide you with a \$50 discount off a full conference pass with the code, **[INSERT DISCOUNT CODE]**. This popular event takes place on Oct. 18, Oct. 26 and Nov. 3. Join us today by visiting [ashe.org/conference](http://ashe.org/conference).

### #GCSHE SMS Copy

- Register for AASHE's Global Conference on Sustainability in Higher Education (#GCSHE)! Save \$50 off a full conference pass using our discount code **[INSERT DISCOUNT CODE]**: <https://www.ashe.org/conference/registration/register-now/>