

REGAINING

# UNITY AT LU

WITH LU-ONE

# RULU NIGHTS



## Media Campaign Proposal

Prepared For: LU-ONE  
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# INTRODUCTION

## Background

LU-ONE, Liberty University - Opportunity & Enrichment, is comprised of the Office of Equity & Inclusion (OEI); the Office of Disability Accommodation Support (ODAS), and the International Student Center (ISC). The LU-ONE believes in the education of diversity and the realization that these differences between cultures and individuals are intentional and when shared can create an even stronger unity for Liberty University

## The Goal

To promote unity for the diverse student body of Liberty University and increase awareness and approval of the LU-ONE program. This proposal will address the mission of LU-ONE, provide conceptual events and promote social media to achieve it as well as showing consideration for budget, ethics and research.

## Mission Statement

**“Regaining Unity at Liberty University is the genuine goal of LU-ONE. By creating a space where students can come together as family under God’s household we hope to inspire community within Liberty’s student body.”**



# PROCESS



“Food nurtures not only the body but also supports individuals as they age to maintain community connections, friendships, and enhance life satisfaction”. - Oxford Academic, 2022

When deciding the best way to regain unity between students I first went to research what is the best way to inspire community. According to the University of Oxford on March 16, 2017 “communal eating increases social bonding... and enhances one’s sense of contentedness and embedding within the community”. Sharing food or a meal connects us, but doing it consistently is what keeps us together. God calls us to meet habitually as a church (Hebrews 10:24-25) only through this way can we make a meaningful united community. Regaining unity at Liberty is important as a majority of students are coming

from far places, leaving the comfort and unity of their families. By holding a night that creates a united community we can help those students rediscover the unity they are missing from home. Studies show that these type of events boost GPA, mental health and more. By uniting this diverse population we can create even stronger bonds between students, Liberty, and God. After revising this research it became obvious what the LU-ONE should do. Regaining Unity at Liberty University, RULU, this acronym becoming the name and mission of this media campaign.

# THE EVENT

Once a week LU-ONE can hold an event “RULU Nights” (Regaining Unity at Liberty University) where students can vote, out of an option of three dishes, on a meal to make and serve in the OEI student lounge. Every week introduces a different selection of meals, also offering consistent allergen-free options, as to give opportunity for a meal that every student can enjoy. Voting will happen at the beginning of each week to allow time to gather food items and promote the event. Students can suggest new meal ideas and vote for what they eat on the LU-ONE social media pages.



## Monetary Concerns

When addressing budgetary concerns, I have designed three ideas to gain funds for these RULU nights.

- Selling RULU themed merchandise, T-shirts, Stickers, etc.
- Hosting a “Premium” dinner once a month where students can pay for a high-end meal
- Hosting various raffles/auctions for both student, faculty, and parents

# WRITTEN CONTENT

Press Release



Call (434) 592-4020  
E-mail LUONE@liberty.edu  
Website <https://www.liberty.edu/lu-one/>

FOR IMMEDIATE RELEASE  
4/15/2024

## **RULU Nights**

Lynchburg, VA - LU-ONE, Opportunity and Enrichment, has started a new event for students to gather in unity under God. RULU Nights, Regaining Unity at Liberty University, are a weekly dinner hosted at the OEI student lounge, free for students.

"Regaining Unity at Liberty University is the genuine goal of LU-ONE. By creating a space where students can come together as family under God's household we hope to inspire community within Liberty's student body." says LU-ONE.

LU-ONE wants to emphasize the importance of fostering community between the Liberty student body. They hope that through this unity they can strengthen bonds between students, Liberty University, and God.

"We seek unity as Christians and we have a calling to create a united family in God's house. As Ephesians 2:19 states, Consequently, you are no longer strangers, but fellow citizens with God's people and also members of his household" says LU-ONE

LU-ONE believes that nothing encapsulates family more than the sharing of a meal. Throughout every culture, country, and walk of life we can unite in the love for eating and sharing food. By eating with a community habitually students can see an improvement in mental health, GPA and more.

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For more information please contact LU-ONE at LUONE@liberty.edu or call (434) 592-4020.



# BRAND IDENTITY

## Primary Logo



## Secondary Logo



## Fonts

ITC BENGUIAT

JOSEFIN SANS

HEADINGS

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz

SUBHEADINGS

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz

Montserrat

Body Copy

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
Z  
abcdefghijklmnop  
qrstuvwxyz

## Color



#6F7ECD



#E44F40

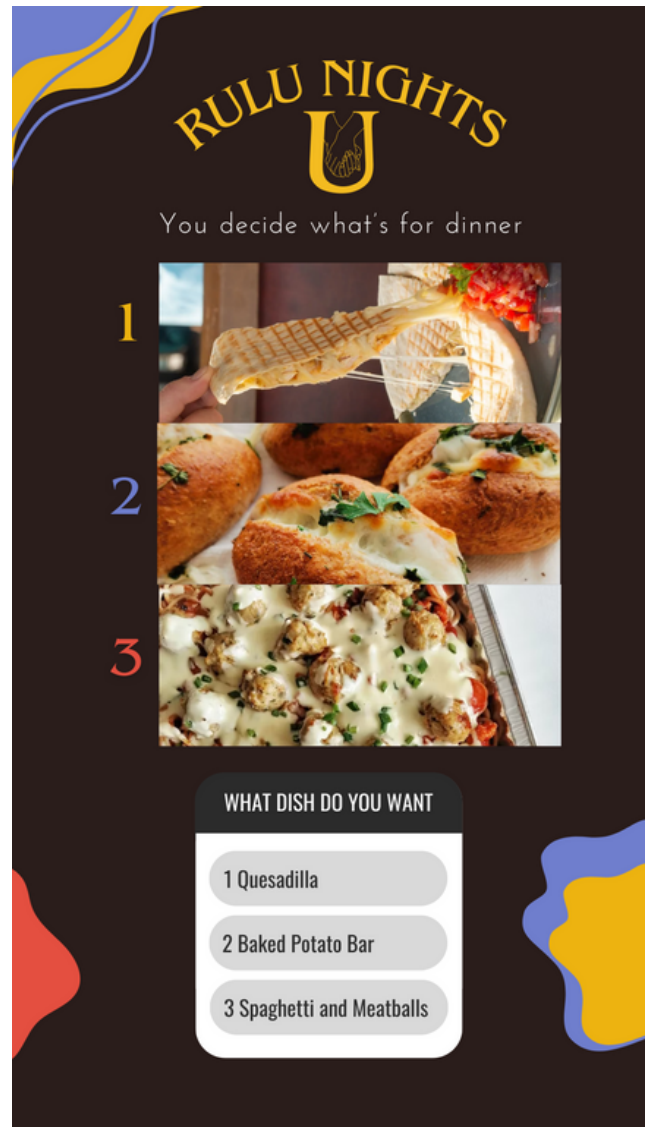


#EDB810



#2A1D1B

# INSTAGRAM STORIES



Through these Instagram stories is how the meals for each week will be decided. By holding the vote here, not only can we easily reach more students, but spur more engagement on the LU-ONE social media pages. It is also important to show pictures of these events, the people and the food, as it create a sense of familiarity for students making it less imitating for them to attend the event.



# INSTAGRAM POSTS



Through these Instagram posts is where students can find more information about the event such as time, date, and meal of the week. Having these posts feature this information allows the spread of the event to happen easier as student can forward these posts onto their own stories spreading awareness of the event.

# REFERENCES

English Standard Bible. (2016). Literal Word. <https://esv.literalword.com/> (Original work published 2001)

Georgia Middleton, Karen A Patterson, Eimear Muir-Cochrane, Stefania Velardo, Fidelma McCorry, John Coveney, The Health and Well-being Impacts of Community Shared Meal Programs for Older Populations: A Scoping Review, *Innovation in Aging*, Volume 6, Issue 7, 2022, igac068, <https://doi.org/10.1093/geroni/igac068>

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# APPENDIX

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