



BEYOND BELIEF NETWORK

Beyond Belief Network Guides: Hug an Atheist Week

What is Hug an Atheist Week?

Hug an Atheist Week is an event from October 1-7 during which local nonreligious communities are encouraged to have at least one Hug an Atheist fundraiser benefitting the Leukemia & Lymphoma Society

Why should my community participate in Hug an Atheist Week?

Hug an Atheist Week allows your community to participate in an international partnership between the humanist community and The Leukemia & Lymphoma Society (LLS). The LLS provides financial support for scientific research, educational efforts, and patient care. These are services which speak to the values of humanists everywhere. Hug an Atheist events are service events fundraising for a great cause which simultaneously serve to break down stereotypes and stigmas surrounding nonreligious individuals.

What does a Hug an Atheist fundraiser entail?

Concept

Set up a table in a high-traffic area and exchange hugs for donations to LLS. There are different ways of going about this: Some groups have a menu of options with different prices (group hugs are more expensive, fistbumps can be substituted for hugs, etc.), while other groups offer free hugs and ask for donations when they've gotten someone's attention. It's your event, get a little creative with it!

Materials

- A table
- A donation box
- Materials identifying your community and mission (recommended, not required)

Personnel

At least two huggers, one hawker: "Hug an atheist to help cure cancer!" etc.

Recommendations for All Communities

- Use your social media capacities to announce your event ahead of time.
- Sign up at least three community members to be at your event table at all times.
- Send a press release to local media announcing your event.
- Take pictures and/or video to showcase your community after the fact.
- Be prepared to politely but firmly refuse individuals trying to strike up debate. Remind them that this is a charitable event
- Consider signing up for Square to process credit cards at your event.

Recommendations for Campus Communities

- Submit a newsletter item to your campus Religious Studies office before the event.
- Reach out to faith-based student groups and invite them to the event.
- Set up your table in the student union or on the main quad. Reserve space ahead of time if required.

Recommendations for Off-Campus Communities

- Check with your municipal government to find out if a permit is required.
- Choose a good location. Potential good options include:
 - A big local event
 - A high-foot traffic area
 - A city park
 - A public transportation hub
- Reach out to local religious communities and invite them to the event.

Resources

- Joining Foundation Beyond Belief's [Beyond Belief Network](#) will give you access to additional resources, including a forum to share ideas with other local humanist communities. For more information, contact bbn@foundationbeyondbelief.org.
- To learn more about the international humanist community's partnership with The Leukemia & Lymphoma Society, check out foundationbeyondbelief.org/LLS

Questions or Concerns?

If you need help with planning your event or have additional questions, the best way to contact Beyond Belief Network is to use the contact webform, which enables us to track the resolution of your question: foundationbeyondbelief.org/contact-bbn. You can also email us at bbn@foundationbeyondbelief.org.