**Patriot Packout (PPO) Media Kit**   
This media kit is designed to help support our partners during the 2024 Patriot Packout! Below, you will find PPO collateral for printing and/or digital distribution.

General Social Media Caption (X/Twitter, Instagram, Facebook):  
*This can be used “as is” or edited and modified to suite your needs.*

Patriot Packout (PPO) is scheduled from April 15 – May 10!

🌎 PPO is Mason's annual, sustainable, move-out initiative. Each year, PPO volunteers collect like-new and gently used donations at the Fairfax Campus, the Science and Technology Campus, and the Smithsonian-Mason School of Conservation  
  
📦 The donations are freely redistributed to individual Mason students, faculty, and staff members, as well as on-campus resources and local community resources

🤝In 2023, 82% (4k+ lbs) of all freely redistributed donations went directly to individual Mason Patriots and Mason’s on-campus resources like   
Patriot Pantry, Trans Clothing Closet, First Gen+ Center, etc.   
  
Volunteer and donate to make this year’s move-out even more sustainable!  
  
Learn more:   
🔗 go.gmu.edu/PatriotPackout   
#sustainMASON 🌱💚

**Patriot Packout 2024 Collateral Links:**

[*PPO 2024 Media Kit Folder*](https://gmuedu.sharepoint.com/:f:/s/OfficeofSustainability/EoHJ413V5jFIsLY9hv-FEUQBywxij55QTHhabZeWVFqugQ?e=RGEtCI) *(Includes all items below)*

* [**Patriot Packout 2024 official website**](https://green.gmu.edu/patriot-pack-out-ppo/)
  + Short link: [go.gmu.edu/PatriotPackout](https://go.gmu.edu/PatriotPackout)
* **General Flyer (8.5x11)**
  + [PPO 2024 General Flyer (8.5 x 11in)](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/EYAEnZk-r0ZLq1xLt-ZzIGYBMWWC6MBTBFM_7d4j5vOm-Q?e=JaOgty) (JPG)
  + [PPO 2024 General Flyer (8.5 x 11in)](https://gmuedu.sharepoint.com/:b:/s/OfficeofSustainability/EeUciZUPC-lCot6e3RFz3K8BiRFvInR-iBs0zaddWtoDxw?e=6Smzv4) (PDF)
* **General Poster (11x16)**
  + [PPO 2024 General Poster (11 x 16in)](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/Eb017q5TAZxFpZoPg49gmasBIP_0obfojlDQvjO94fREgw?e=xxIKq3) (JPG)
  + [PPO 2024 General Poster (11 x 16in)](https://gmuedu.sharepoint.com/:b:/s/OfficeofSustainability/EcwCluT0xoZJhqJQPnjtBtIBF72jTjtwHmQEIa64iWbevw?e=0kffe8) (PDF)
* **Social Media Carousel/Swipe Post**
  + [Image #1](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/Ee3SxAeMeh1HlZE7mA4oTZYBw0V_kAgtlRLlZH8_Yan1cw?e=edQ7Yg) (JPG)
  + [Image #2](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/Ee_6zMTLqchFiFyps8l1sKgBN3qrZz5SuYm0c0Vvua_Yug?e=93h01u) (JPG)
  + [Image #3](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/EUQCZqZVRDlEjgZGcZuR6k8BvWtNu8Mps2csxmA7cgezyQ?e=lVlnss) (JPG)
  + *Images are designed to be posted together using the caption included in this Media Kit as a guide.*
* **Newsletter Blurbs**
  + [PPO 2024 General Newsletter Blurb (short and long)](https://gmuedu.sharepoint.com/:w:/s/OfficeofSustainability/ETFJDXLk8a9GuyEOd4M90g8BJFS6kvJBckexxgSD5-1c0g?e=K5Hitk)
  + [PPO 2024 Modified Newsletter Blurb for Around Mason](https://gmuedu.sharepoint.com/:w:/s/OfficeofSustainability/EbQkrKFfEBJNtKmnPP8uvfcBZIdsGIgZu1P_O2dNsExb7Q?e=cRwsw7)
    - *(100 words, max) and 2x publication)*
    - *Note: Approved for Around Mason publication on 4/9 and 4/16*
* **Email Templates**
  + [PPO 2024 General Email Template](https://gmuedu.sharepoint.com/:w:/s/OfficeofSustainability/EXj_yvPMNmJMsrgyfxZ4f3EBZRttmPDIqmNa-ZpFvZyjBA?e=g5TFbr)
  + [PPO 2024 Email Template for PPO Planning Committee Members](https://gmuedu.sharepoint.com/:w:/s/OfficeofSustainability/EWOW6HLJds9HsVuY8JMWFIIB94tDE6VFzHYsyaE_M9cdjA?e=7noXmW)
* **Volunteer Flyers**
  + [PPO 2024 Volunteer Half Sheet Flyer (4.75 x 5.5 in)](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/EWyAh7-ksSpIpq3Wt7qheGMBa0RwvVj8PJ5ipqT-bplWZQ?e=r3vJec) (JPG)
    - [PPO 2024 Volunteer Half Sheet Flyer (4.75 x 5.5 in)](https://gmuedu.sharepoint.com/:b:/s/OfficeofSustainability/ESazha0QqhpNizuXHcbsEKgB1RoIa0w1aC_BIMbE4Ax9mA?e=RpvzTe) (PDF)
  + [PPO 2024 Fairfax Volunteer Calendar Flyer (standard print)](https://gmuedu.sharepoint.com/:b:/s/OfficeofSustainability/EXsqVMtsC8JFiOJUNozZa84Bgku84E4KTat-x4pjMbR4XQ?e=sRmUED) (PDF)
  + [PPO 2024 SciTech Volunteer Calendar Flyer (standard print)](https://gmuedu.sharepoint.com/:b:/s/OfficeofSustainability/EYWi1Ztu0kRJg5lIouL9isEBSZEpz1dT7j1-tGJ4WgvdxQ?e=EaDHTg) (PDF)
* **Email Banner Images**
  + [PPO 2024 General Email Banner Image](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/EYtRlFFH8lxDrNo09ULyEM0B-WK5RvZkN2Nr8FkrZ93dWg?e=K46T8c) (JPG)
    - [PPO 2024 General Email Banner Image](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/Ea6sFcuoWa9MjQAaE16zewsBgD__apueRsdjdyou5IAonw?e=ePE60f) (PNG)
    - *For use in newsletters, emails, websites, etc.*
  + [PPO 2024 General Email Banner (Mobile)](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/EUTXSQDVM6FImaeHVusaxcMB5zxFq3q1OUlStKPI2ZWsAw?e=LZbKE3) (JPG)
    - *For emails where users are typically engaging via mobile devices.*
* **PPO 2024 Important Information**
  + [PPO 2024 Important Information (Bullet Points).pdf](https://gmuedu.sharepoint.com/:b:/s/OfficeofSustainability/EYwz8Jp1RwdGpE25jOZLX-UBq1Ur1aK-MQDgAxWM-R4F9Q?e=05HeS6)
* **Assorted Materials**
  + [PPO 2024 General Presentation Slide Deck](https://gmuedu.sharepoint.com/:p:/s/OfficeofSustainability/EeITzMTn23NIro9_cCH5l5MBjP1yjL3aJOu4FP5jgfNsxQ?e=h6ehXO) (PowerPoint)
  + [PPO 2024 A-Frame Poster, Portrait (24 x 36in)](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/EYG3MMidtn5BlfEoiSi-UOcBqHfjs5ZZc8JC7XQVpt6i_Q?e=TYXHNE) (JPG)
    - [PPO 2024 A-Frame Poster, Portrait (24 x 36in)](https://gmuedu.sharepoint.com/:b:/s/OfficeofSustainability/EdgK_8CvrWZFjdbxhGlCAS0BvcFykczeYPBVecQ-gJKlTw?e=CRHldT) (PDF)
  + [PPO 2024 Napkin Holder Display (6.25 x 4.2in)](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/Ec2Wk5UXlkFBo8JsYPhiAB0BZBoAxpcWrfUBPub7mt01UA?e=SESVmT) (JPG)
    - [PPO 2024 Napkin Holder Display (6.25 x 4.2in)](https://gmuedu.sharepoint.com/:b:/s/OfficeofSustainability/ESzjEziJ70pBnocLl6nRlkoBp0t2Lu-2w7oFm4AjU1anww?e=4djDRr) (PDF)

**PPO 2024 Zero Waste Items**

* [PPO 2024 Waste Disposal Guide](https://gmuedu.sharepoint.com/:b:/s/OfficeofSustainability/EWU1JoYhGOdAmIL0knafiFQBUteA762_hm7sMsyZ5PMfxw?e=c89oaB) (PDF)
  + *Resource listing trash, specialty waste, compost, and recycling locations available during spring move-out.*
* *Zero Waste Mason website:* [*https://go.gmu.edu/zerowaste*](https://go.gmu.edu/zerowaste)
* [PPO 2024 Aerosol Cans and Cleaning Supplies Pilot Flyer (8.5 x 11in)](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/ER6Vl7uOZYhMi-UzGDul1ncBIg90-1SwjBoHwqI5v-1ggg?e=vbknbe) (JPG)
  + [PPO 2024 Aerosol Cans and Cleaning Supplies Pilot Flyer (8.5 x 11in)](https://gmuedu.sharepoint.com/:b:/s/OfficeofSustainability/EfnpnPo7MQ1JpcDmNhZTFxABCWMhV7BKM2NYzu2exy2bVw?e=KhDc5u) (PDF)
* [PPO 2024 E-Waste Recycling Pilot Flyer (8.5 x 11in)](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/EWzlcl_M9fxJhzCdA5Z1FuUBnyuxsCOPFUOdRiuQGfI7Pg?e=bRr9NG) (JPG)
  + [PPO 2024 E-Waste Recycling Pilot Flyer (8.5 x 11in)](https://gmuedu.sharepoint.com/:b:/s/OfficeofSustainability/Ee8Ll7ugMUJCrDI2Ujzb5dYBkvBHvrDJx4FiASVaBByg0A?e=E0cl9n) (PDF)
* [Glass Recycling Pilot Program Flyer](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/EVzOKOuq7O5OpNASA-WQtOYBYV5pD18rgsmyKjs2skxE9Q?e=nkTazt) (JPG)
  + [Glass Recycling Pilot Program Flyer (8.5 x 11in)](https://gmuedu.sharepoint.com/:b:/s/OfficeofSustainability/ERPBbVhRCc9Bi-my2EmEXM0B8fDzQqIi-9SsN1rfj1jjFw?e=wdoRao) (PDF)

**PPO 2024 Bike Donation Items**

* [PPO 2024 Parking and Transportation Bike Donation Initiative Flyer (standard print)](https://gmuedu.sharepoint.com/:i:/s/OfficeofSustainability/EWn8ErLeqV9JqAjx9-tKfs4BpE3Vcb_8yOamZt1XOFOMJg?e=Njhj6p) (JPG)
  + [PPO 2024 Parking and Transportation Bike Donation Initiative Flyer (standard print)](https://gmuedu.sharepoint.com/:b:/s/OfficeofSustainability/ERVsFPU-5YtIl2vpbISkfsMBgWMM85MRnrPNQRMnaho2oA?e=KkVK8T) (PDF)
* [Bike to Mason Media Kit (Bike Donations Accepted)](https://drive.google.com/drive/folders/18ZJeB6ABPmDOZRU9ss4yxOjGo2IumqAw?usp=sharing) (Google Drive folder)