

PLAN A WALKATHON, DANCEATHON OR SPORTS TOURNAMENT TO
RAISE MONEY FOR SUSTAINABLE DEVELOPMENT PROJECTS
THROUGH FREE THE CHILDREN'S WE VILLAGES.

WE STEP UP



AN INITIATIVE OF



YOUR MOVES CAN START A MOVEMENT.

We know you've got moves. World-changing moves. Moves that get people on their feet. Get your group together and get active with a danceathon, walkathon or sports tournament to fundraise for families in developing communities through WE Villages. Step up and show the world how your moves can start a movement.



WE DAY APP CHALLENGE
**TUNES TO CHANGE
THE WORLD**

Sometimes all you need is the right tune to get that extra pep in your step! Have you created a playlist for your #westepup event yet? Now's the time! Share your song recommendations & create a mix of your very own.

Ways to Take Action

Here are some ways you can take action through WE Step Up:

- ▶ Organize rival teams to drum up publicity for a sports tournament: students versus teachers, volleyball team versus football team, seniors versus juniors, and more!
- ▶ Don't just make it a danceathon—make it a dance-off, with prizes for best routine, best costumes and most fundraised.

- ▶ Host a water walk to a local water source to put yourselves in the shoes of families who have to travel long distances to carry water home on foot.

The students of Hillcrest High School held a “Walk for Water” to raise awareness for global water issues and fundraise to build a water tank in rural Ecuador. They filled 20 water cooler jugs at their local river and carried them three miles back to their school. Read their story at WE.org/westepup.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (**Student Yearbook**, p. 68)
- ▶ Personalized WE Villages fundraising webpages (contact your WE Schools Coordinator)
- ▶ Educator-led Exploring Issues activity (**Educator's Guide**, p. 30) and Issue Compass activity (**Student Yearbook**, p. 12, and **Educator's Guide**, p. 34) for learning about and choosing a global issue to take action on
- ▶ Educator-led group activities for going in-depth on global issues through WE Step Up (WE.org/weschools/educator-resources)
- ▶ WE Step Up campaign poster for spreading the word (see campaign posters)
- ▶ WE Step Up “Admit One” tickets for your event (**Student Yearbook**, p. 73)

THE MOST IMPORTANT THING IS TO MAKE IT YOUR OWN.

Plan your own campaign from start to finish with the WE Step Up action-planning activity on **page 68** of the Student Yearbook.



REDUCING THE DISTANCE
TO CLEAN WATER *By JUST*

15 MINUTES
can

INCREASE GIRLS'

SCHOOL ATTENDANCE

by up to **12**%



LEARN MORE ABOUT THE ISSUES AT [WE.ORG/EXPLORINGISSUES](https://we.org/exploringissues)
LEARN HOW TO TAKE ACTION AT [WE.ORG/WESTEPUP](https://we.org/westepup)

#WESTEPUP

WE STEP UP

PLAN A WALKATHON, DANCEATHON OR SPORTS TOURNAMENT TO RAISE MONEY AND AWARENESS TO HELP DEVELOPING COMMUNITIES IMPROVE ACCESS TO EDUCATION, CLEAN WATER, HEALTH CARE, FOOD AND SUSTAINABLE INCOME SOURCES THROUGH FREE THE CHILDREN'S WE VILLAGES.

CAMPAIGN SKILLS:



Checklist

Sign up for the campaign at [WE.org/westepup](https://www.wecorp.org/westepup).

Who do you need to ask for permission to do this campaign? _____ Permission received!

Setting Your Goal

- ▶ Is your group's goal to raise money or awareness (or both!) for your issue? _____
- ▶ Which WE Villages Pillar of Impact are you supporting?
 - Education Water Health Food Opportunity
- ▶ If you're fundraising, what is your goal? _____
- ▶ If you're raising awareness, what is your goal? _____
- ▶ How many people would you like to sign up to participate? _____
- ▶ On which date will you hold the event? _____

Investigate and Learn

What does your group currently know about the issue related to your chosen WE Villages Pillar of Impact? What facts and images come to mind when you think about the issue?

Ask your teacher to run the global issues portion of the Exploring Issues activity (**Educator's Guide, p. 30**) for the group using the global issue cards. As you learn about each issue, make note of how it affects the WE Villages Pillar of Impact you have chosen, and how your WE Villages Pillar of Impact makes an impact on each issue.

Education: _____

Water: _____

Health: _____

Food: _____

Poverty: _____

REFLECTION TIME: How has your understanding of the issue changed since you started researching it?
How can your group use this new understanding to improve your campaign?



Action Plan

Make sure each group member can explain the details of your event before speaking to other students about it. Review the Setting Your Goal section you filled out on **page 68** and practice explaining the campaign to each other. Take turns asking each other questions and answering basic questions about the campaign.

- | | |
|---|--|
| <input type="checkbox"/> When is this campaign happening? | <input type="checkbox"/> How can others get involved? |
| <input type="checkbox"/> Why are you doing this campaign? | <input type="checkbox"/> What is WE Villages? |
| <input type="checkbox"/> What is your goal? | <input type="checkbox"/> How are the donations being used? |



Next, discuss how the group can spread awareness about WE Step Up. Check off at least three ways you will tell others about your campaign. Assign each task to a different member of the team.

<input type="checkbox"/> School announcements	<input type="checkbox"/> Put up campaign posters (see poster section of kit) or design posters	<input type="checkbox"/> Visit each homeroom in person to speak about your campaign
<input type="checkbox"/> Talk to school sports teams about participating	<input type="checkbox"/> Social media	<input type="checkbox"/> Personalized fundraising webpage (contact your WE Schools Coordinator)
<input type="checkbox"/> Choose your own: _____ _____	<input type="checkbox"/> Choose your own: _____ _____	<input type="checkbox"/> Choose your own: _____ _____

Next make a list of everything you will need to find before you can host your event. This might include an event space or walking route, sports and/or audio equipment, prizes, tickets (**template available on p. 73**) or pledge forms, change to give attendees, and route monitors, a DJ or a referee. Write these items out as a checklist and assign each item to a different group member.

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

REFLECTION TIME: Is the work being shared equally?

How can your group make sure to support each other as you go?

Take Action



Sit down as a group and list potential issues you could run into on the day of the event (e.g., not enough tickets, people can't find the event location, set up takes longer than expected).

Now brainstorm at least three ways to solve these problems, either by preparing for them or by responding to them when they happen.

Solution #1

Solution #2

Solution #3

Report and Celebrate



When the campaign is over, sit down as a group and record the impacts you've made.

Share your success with WE Step Up by posting to social media using [#westepup](#).

- ▶ How many people participated? _____
- ▶ What kind of event did you hold (walkathon, water walk, danceathon, sports tournament, etc.)? _____
- ▶ How much money did you raise toward your goal? _____
- ▶ How many people did you reach through awareness-raising? _____
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Report? Yes / No

REFLECTION TIME: As a group, discuss the following questions. Make sure each group member gets a chance to speak and that the recorder takes notes on common themes in the answers.

- How did your group do with its goals?
- What was the school's reaction to the event?
- Is there anything you would do differently next time?
- Besides the money and awareness your group raised, what impacts did your group make (e.g., involving your school, building a team, developing skills)?
- How can your group celebrate the impacts you've made together and the contribution that each group member made (e.g., a party, an assembly, shout-outs on the morning announcements, handmade cards)?

