

BUILD YOUR OWN CUSTOM CAMPAIGN FROM THE GROUND UP AND
TAKE ACTION FOR A LOCAL OR GLOBAL CAUSE YOU CARE ABOUT.

D.I.Y.

CAMPAIGN

AN INITIATIVE OF



THIS IS YOUR CAMPAIGN— BLAZE YOUR OWN TRAIL.

Sometimes you've just got to do your own thing. The D.I.Y. Campaign walks you through the process of planning your own totally customised campaign from start to finish by covering all the basic steps of taking action.



Ways to Take Action

Here are some suggestions to get ideas brewing for your campaign:

- ▶ Create a reading buddy programme at your school. Have older and younger students get together once a week to read to one another. Get your community involved by bringing your reading buddy programme to a local seniors' residence.
- ▶ Kick off a new school year with a fun fair. Have students donate new or lightly used toys and prizes and set up different games and attractions. Accept donations of money or other useful items (tinned food, clothing, etc.) in exchange for tickets to play.
- ▶ Let your creativity shine with a talent show featuring performances focused on local or global issues. Whether you're a slam poetry prodigy or a guitar genius, a talent show is a great way to bring people from your community together to shine a spotlight on issues.
- ▶ Hold a movie night. Educate parents, teachers and classmates with a screening of your favourite documentary followed by a group discussion. Fundraise by selling tickets and/or concessions.



CAMPAIGN RESOURCES

- ▶ Action-planning guide (p. 82)
- ▶ Teacher-led Exploring Issues activity for giving your group a crash course on local and global issues (p. 34)
- ▶ Teacher-led Community Mapping activity (lesson plan on p. 36; worksheets on p. 94) and Issue Compass activity (lesson plan on p. 38; worksheets on p. 96) for choosing a single issue for your campaign
- ▶ Setting S.M.A.R.T. Goals activity for coming up with an effective campaign goal (lesson plan on p. 46; worksheets on p. 92)
- ▶ D.I.Y. campaign poster for spreading the word (see binder flaps)



**WE WANT YOU TO
DO THIS YOUR WAY.**

Get started with the complete
campaign activity on the next page.



D.I.Y. CAMPAIGN

BUILD YOUR OWN CUSTOM CAMPAIGN FROM THE GROUND UP AND TAKE ACTION FOR A LOCAL OR GLOBAL CAUSE YOU CARE ABOUT.

Note: Your group might want to do the steps of this campaign in the order that makes the most sense for the particular type of action you're planning rather than the order they're written in. Feel free to skip steps and come back to them later if it helps with your action plan.

Checklist

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

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

Setting Your Goal

If you've already got an idea for the kind of action you want to take, now is a good time to set your goals for the campaign using the Setting S.M.A.R.T. Goals activity (lesson plan on p. 46; worksheets on p. 92). Otherwise, you may want to loop back here when you know more about your action.

- ▶ What is your goal for this campaign? _____
- ▶ When will your campaign be running? _____
- ▶ How many people would you like to get involved in organising it? _____
- ▶ How many people would you like to reach through awareness-raising? _____

Investigate and Learn

With your teacher, go through the Exploring Issues activity (p. 34) to learn about the issues that affect people in your community and around the world.

During the group discussion at the end of the activity, make note of questions or comments your group has about each issue.

Notes on issues:

For help picking a local issue, ask your teacher to lead a group walk through your community and hold a discussion about which issues you are passionate about using the Community Mapping activity (lesson plan on p. 36; worksheets on p. 94). Write down the issues that most interest your group.

For help picking a global issue, ask your teacher to lead the Issue Compass activity (lesson plan on p. 38; worksheets on p. 96). Write down the issues that most interest your group.

Decide as a group on which issue(s) you would like to take action on. Remember that you can always pick one issue to start with and plan further actions to make an impact on the rest of the issues later. Circle the issue you have chosen and then pick three ways you will learn more about it.

<input type="checkbox"/> Ask your WE Schools Coordinator to present to your school or group	<input type="checkbox"/> Study the related issue card	<input type="checkbox"/> Research the issue online
<input type="checkbox"/> Choose your own: _____ _____	<input type="checkbox"/> Choose your own: _____ _____	<input type="checkbox"/> Choose your own: _____ _____

REFLECTION TIME: How are the issues you have been learning about related to each other?
How does taking action on one issue make an impact on other issues?
How can you use this knowledge in your campaign?



Action Plan



The key to planning a good campaign is understanding the skills, talents and passions that will help your group succeed.

Sit down in a circle and go around having each team member identify a skill, talent or passion they believe they bring to the team.

Name	Talent	Name	Talent

Now think about the issue you decided on in Investigate and Learn. How could your group members use their talents to collectively plan an action? For example, if your group has a lot of musicians or performers, you could organise a benefit concert or talent show. Students skilled at math could handle your budget and goal tracking. Artists could design posters. Social students could visit classrooms to tell others about it or make school announcements.

Brainstorm some actions that could make use of your group's talents.

Decide which action you would like to take and circle it. Revisit your goal under the Setting Your Goal section and consider revising it if need be. Then discuss what your team will need to do to reach this goal?

REFLECTION TIME: What kind of different skills and talents does it take to plan and carry out a successful action? How does working as a team allow you to plan more effective actions? What would happen if a team member was missing?

Take Action



Review what you wrote down during your discussion about what your group needs to do to reach your goal. Then break down those points into separate actions and responsibilities. Looking at the list of your group members' skills, talents, and passions, assign these actions and responsibilities and make sure each member of the team is comfortable with their role.

Name	Role or responsibility	Name	Role or responsibility

Next you'll want to consider getting your school and community involved. Check off ways you will spread the word about your action, and make sure to have information ready for how people can get involved with both the campaign and your group.

<input type="checkbox"/> School newsletters	<input type="checkbox"/> Design and put up posters in your community	<input type="checkbox"/> Visit classrooms in the morning to tell students about it
<input type="checkbox"/> School announcements	<input type="checkbox"/> Social media	<input type="checkbox"/> Choose your own: _____ _____
<input type="checkbox"/> Choose your own: _____ _____	<input type="checkbox"/> Choose your own: _____ _____	<input type="checkbox"/> Choose your own: _____ _____

If you're going to share your campaign on social media, you should decide on a hashtag to use to promote your activities. Discuss and decide on a hashtag with your group.

REFLECTION TIME: How can you make sure that everyone in your group is comfortable with their roles and responsibilities and has the support they need to complete them? How can your group make sure each team member's contribution is appreciated?

Report and Celebrate

Share your success by posting photos to social media using your campaign hashtag: _____.

When you're finished your campaign, sit down as a group and record the impacts you've made.

- ▶ What was the outcome of your campaign compared to your original goal? _____
- ▶ How many people were involved in organizing your campaign? _____
- ▶ How many people did your campaign reach through awareness-raising? _____

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

- How did your group do with its goals? Did you run into any challenges?
- Is there anything you would do differently next time?
- What additional impacts did you make together (e.g., involving your school, spreading awareness, developing skills)?
- How can you use your experiences running this campaign, as well as the awareness raised by this campaign, to make your next action successful?



