What’s Inside

2 What Is WE Day?
3 Five Ways to Experience WE Day Year-Round!
4 WE Day Activities
7 Watch WE Day
8 WE DayX
10 WE Day App

What Is WE Day?

WE Day is the Olympics for change-makers. The Academy Awards for people who are making a difference. It’s a powerful, life-changing experience with world-renowned speakers and performers, mixed with real inspirational stories of change.

You can’t buy a ticket to WE Day. You earn your entry by taking action on one local and one global cause.

Generation WE

Generation WE—this year’s WE Day theme—is about young people coming together and empowering each other to make positive local and global impacts. By learning from our country’s history and understanding the potential of our future, our collective actions can make a difference. Big change starts with everyday actions, and by identifying local issues or causes, like academic engagement, community service, accessibility or bullying, we have the power to ignite a tidal wave of change. By getting involved in global issues, like access to education, water and food, we are able to build cultural and social bridges.
Five Ways to Experience WE Day Year-Round!

1. WE DayX
Bring the power of WE Day to your school. Kick off your year of action or celebrate the end of one with your own WE Day-style assembly, and unite your school for a better world.

2. WE Day Broadcast
Tune into the WE Day broadcast with your friends and family to experience a star-studded celebration of people who are changing the world. Check out WE.org/broadcast for more information.

3. WE Day Recap
Experience the power of WE Day through our online, one-hour recap. Relive the celebration and check out exclusive, behind-the-scenes content, then use our WE Schools action plans on OneNote to bring the WE movement into your classroom.

4. WE Day App
The WE Day app allows you to access exclusive WE Day highlights 365 days a year. Track your local and global actions, and then share your successes with the WE Day community.

5. WE Day Webcast
Tune in to each WE Day around the globe! You can stream every WE Day event directly to your computer. On the morning of each WE Day event, check out WE.org/watchweday for a free stream.
Experience WE Day

Whether you are watching WE Day in class or attending the live event, you can experience the power of WE Day before, during and after the show. The objective of the activities on these pages is to serve as critical thinking tools, giving students the chance to reflect on their experiences of the event and to identify their next steps for creating transformative change.

Learning Goals

1. Investigate how experiences elicit different perspectives.
2. Identify the issues that inspire change.
3. Select an issue and create an action plan for it.

Before WE Day

Before you watch or attend WE Day, let’s evaluate your knowledge and expectations of the celebration. Share with your peers what you know about WE Day. What does it mean to you? Why are you interested in it? What are you expecting to experience? Why do you think these speakers have been selected? What stories should be shared? Who and what kind of stories inspire you? What is your ideal show?

You can see who is going to be at WE Day at WE.org/we-day.
After WE Day

Now that you’ve experienced WE Day, keep the momentum of positive change going!

Transformative Experience
Write a few key points about how WE Day changed you, and the issue that you will be taking action on.

Expectations vs. Reality
Fill out the Venn diagram with your expectations of WE Day in one circle, the highlights of your WE Day experience in the other circle and what were the same in the middle!
### Action Plan

Every action starts with a plan! Take your time to discover and learn—go through the WE Schools campaigns in the Student Guide for ideas of different actions that you can take.

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<th>What do I know about this issue? What do I need to learn?</th>
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<th>Actions I can take to make an impact:</th>
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**WE.org**  
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**WE Day Activities**  
**Watch WE Day**

WE Day is the greatest classroom in the world. It fills stadiums around the globe. It’s live-streamed. It’s global. It brings together world-renowned speakers and award-winning performers with millions of young people and families to celebrate and inspire another year of incredible change. Watch the live webcasts if you can’t make it to WE Day so you don’t miss out on this life-changing experience!

Watch the WE Day webcast online at **WE.org/watchweday**.

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**WE Day Broadcast**

We want to spread the inspiration of WE Day across North America, so we’ve teamed up with some amazing partners to bring the power of WE to you—wherever you live. The WE Day broadcast will bring families together for an evening of inspiration and empowerment through incredible speeches and performances by people who are making a difference in their communities.

The broadcast special is jam-packed with powerful, change-making moments. It’s guaranteed to leave you feeling even more inspired to make a difference in your community and the world—and to live WE every day!

Watch the WE Day broadcast special online at **WE.org/broadcast**.

**WE Day Recap**

Look out for the WE Day recap, which puts the magic of inspiring, world-renowned speakers and performers at your fingertips. In 60 minutes or less, you can relive the celebration of local and global change-makers and gain access to exclusive, behind-the-scenes moments. The WE Day recap pairs show content with our WE Schools action plans to bring the spirit of the WE movement into your classroom. Now you can introduce WE to your students, friends and family to change the world together. Contact your WE Schools Partnership Manager to find out more.
WE DayX is a great way for young people to build their leadership skills by organizing an event.

WE Schools transforms classrooms with experiential service-learning and customized leadership training. Our teachers are inspired, and our students are excited to see that no matter where they live, they have the power to be change-makers and lifelong leaders.

WE DayX supports independent organizers, communities, schools and cities that want to launch their own WE Day-style event. With WE DayX, any group can host their own event in the true spirit of celebrating and inspiring local change-makers.

Below is a brief overview of what you will find on the PowerPoint template on your USB, with steps, tips and tricks to help you organize your event. On your USB you will also find a PowerPoint for global campaigns and another for local campaigns. Use these slides by dragging and dropping them into the WE DayX PowerPoint template.

**Step 1: Get started**

**Envision your event.** How many guests will you invite? Where will it be hosted? When will it be? What will be your call to action?

**Team up.** Who will be the main event organizers? Who will lead the smaller teams responsible for other components of the event (e.g., advertising, budgeting, etc.)?
**Step 2: Plan it**

**Plot the content.** There should be a variety of performances and speeches to reflect the passions and talents of young people in your school and community.

Dive into the logistics—identify what materials you’ll need and how you will acquire and set up these pieces before the event and take them down afterward.

**Step 3: Promote it**

**Advertise your event.** A successful promotion plan will ensure that your entire community knows about your event: your mayor, local politicians, news outlets, family and friends, and your WE Schools Partnership Manager.

**Step 4: Make it happen**

**Be prepared.** Create a pre-event checklist and walk through the whole event from start to finish, assessing each step. Do a full technical rehearsal with the video and sound equipment and make sure the speakers and performers have everything that they need.

**Step 5: Reflect on it**

**Make a record.** Take notes that can serve as a roadmap for your next event. You can also collect any media coverage, video footage or pictures that were taken at the event.

Thanks to RBC and TELUS for making WE DayX possible.
The WE Day app, brought to you by our founding partner TELUS, is an incredible way to experience WE Day every day and can even help you earn your way to the show!

When students download the WE Day app, they will gain access to behind-the-scenes WE Day content, tips for taking action and tools for tracking their impact! Students can use the app to earn their way to WE Day by sharing their local and global initiatives, and see what other young people are doing to help create change. Don’t have a WE Day nearby? Students can watch any (or all!) of the WE Day events through the app to find inspiration for taking action in their communities. Use the WE Day app and become empowered to change the world!
Log your volunteer hours for the chance to win tickets to WE Day. Every five hours of volunteer work you do gives you the chance to go to WE Day—the more you log, the more ballot entries you’ll earn! It is also a great way for you to keep track of your volunteer hours throughout the year and reflect on what you’ve learned through community involvement. Remember to check out the cause content hub on WE.org for videos that inspire action through the app.

You can also stay engaged through the WE Day app by taking on challenges with your classmates, using the app as a tool to take action on each WE Schools campaign and creating your own unique challenges inspired by your interests and passions.

The WE Day app can be downloaded on iOS and Android. If you don’t have a smartphone, you can use the web version. To create an account you’ll just need an email, or you can sign in using Facebook or Twitter.

To learn more, go to WE.org/wedayapp.
We are social!

FOLLOW US! @ WEmovement

#WEday | # WEschools