Local

Student Yearbook

WE Schools Kit 2017-2018

WELCOME TO THE

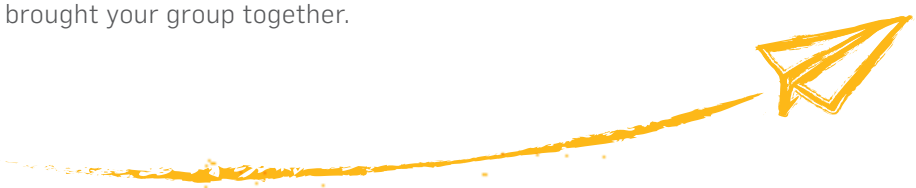
Local Yearbook

We put together these campaign activities to guide you through the basics of organizing an action plan from start to finish, but here's the thing: if you want to do things your own way, we say go for it! Campaigns are all about finding ways to make things your own.

This book is where you can write down your ideas and strategies for taking action in your local community. By the end of the year, we want these pages to be so marked up and well-used that you need duct tape to hold them together. The best part? You get to make this book completely your own.

These pages will help guide you to find the issues affecting the people around you and inspire you to tackle something that speaks to your passion. From there, you can set into motion your action plans to make an impact!

We want this book to be a record of all the ways you took action to change your community. When you look back on your year, you can use it to remind yourself of the hard work that you did with your team and reflect on the proud moments that brought your group together.



SO LET'S GET GOING

Changing Your Community Starts Now!

Who Are You?

As a local citizen of today...

Recognize and take pride in who is taking this journey with you.

Tape or glue a photo of your group members in the picture frame below.

And what would your group be without a cool and catchy name? Write down one that will represent your crew throughout the year.

Tape or glue a photo here of your group taking action!

Your group name:

HOW TO USE THE Local Student Yearbook WITH THE Student Guide

The Local Student Yearbook and Student Guide go together like milk and cookies.

Step 1: Open up the Student Guide, read through the local campaigns and decide which ones you're going to take action on!

Step 2: Read through the Local Issue Cards included in the WE Schools Kit and have your teacher run through the Exploring Issues activity in the Educator's Guide. This will help you develop an understanding of local issues.

Step 3: Check out the Community Mapping activity on your USB.

Use the pages in this book to record your progress for each local campaign you decide to do! Flip through the pages at the end of the school year and feel proud of what you accomplished together for your school and local community.

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Connect with your WE Schools Partnership Manager

Partnership Manager: _____

Email: _____

Phone: _____

Skype Username: _____

Your WE code:

_____

HOW TO USE THE Local Campaign Activities

This isn't meant to be one of those books that lives on your shelf. Don't worry about it getting damaged. Bend the pages. Write in the margins. Get it dirty. Make it part of your story.

Here's the basic format that each campaign follows:

1. Investigate and Learn

- Explore your issue and learn as much as you can about it.
- Set a specific, measurable goal that your group can work toward.

2. Action Plan

- Work out the logistics of an action that will make a meaningful difference on your issue.

3. Take Action

- Get out there and make it happen! Check back with your action plan to make sure you're staying on track.

4. Report and Celebrate

- Look back at your goals to evaluate and celebrate the impacts your group made.

Local Issues
YOU CAN SUPPORT

WE Schools' local campaigns focus on some of the most common local issues in communities throughout North America. From hunger to bullying, the campaigns throughout this Local Yearbook will encourage you to learn more about the issues close to home. But we want you to take action on the issues that matter most to you!

Use the space below to brainstorm a list of local issues in your community.

- E.g., Hunger
- E.g,. Environmental sustainability
- E.g., Bullying

Community Mapping

Note: *We recommend doing the local issues portion of the Exploring Issues activity in the Educator's Guide to develop an understanding of local issues.*

Okay, time to lace up your shoes and go exploring!

We've all walked around our own neighborhoods before, but we usually overlook things and don't consider what they are telling us about the issues facing members of our community. This time, look carefully to see what issues you could take action on!

Your teacher has an activity lesson plan in the Educator's Guide for leading a community mapping walk through your neighborhood.

Follow along using the sheet on the opposite page.

Add a photo of your community!

What Do You Know Already?

What did you see that might be a sign of an issue in your community? It can be something that is present, like litter, or something that is missing, like a lack of garbage bins.	What was your reaction to seeing it? Surprised? Angry?	What issues do you think this was a sign of?	What community programs are in place to help with this issue?	Is that enough? What more can we do?

Collect canned goods for local food banks.

Nearly 16 million households in the U.S. face hunger.

Learn more about the issues at WE.org/exploringissues
Learn how to take action at WE.org/wescarehunger

#WEscareHunger

Step 1: Investigate and Learn

Below, jot down the names of food banks operating in your area along with what services they provide. Then, gather their contact info and prepare questions you want to ask them.

Example Questions:

- What items do you need?
- How many people do you serve?
- How do we drop off our cans?

There are many resources available to help you research food banks in your community. Try looking online, asking your family members and educators or exploring the community yourself to see how food banks affect your neighborhood.

Next, go through the Exploring Issues activity with your group.

While using the Hunger Issue Card, jot down your thoughts and feelings about the issue on small pieces of paper. Think about why hunger is an important cause to you and why you want to take action on it.

Glue them below!

Set Your Goal

Now that you have a deeper understanding of local hunger and organizations helping to alleviate the issue in your community, it's time to set a goal for your food drive!

Reach out to your local food bank to see what items they are in need of most and write them below.

Common Food Bank Requests

- ✓ Canned meats and fish
- ✓ Peanut butter
- ✓ Cereal
- ✓ Dry pasta and sauce
- ✓ Canned fruits and vegetables

Here are some things to consider when setting your goal:

- How many group members will be collecting food? (This will help to establish a realistic goal for how many cans of food you can expect to collect.)
- When will you hold it? (Think about when food banks need the most help and when people are most willing to give back to the community.)
- What kind of impact are you hoping to make? (Would you like to collect enough to feed one family for a week? If so, calculate how many cans of food you'll need to make this happen.)

Our goal for WE Scare Hunger is to collect _____ items of food.

Finally, decide on when and how long your campaign will be, and if you'll be tying it to Halloween or another holiday, like Thanksgiving!

Start: _____ Finish: _____

Step 2: Action Plan

Now you have a goal, but you need a plan to put it into action!

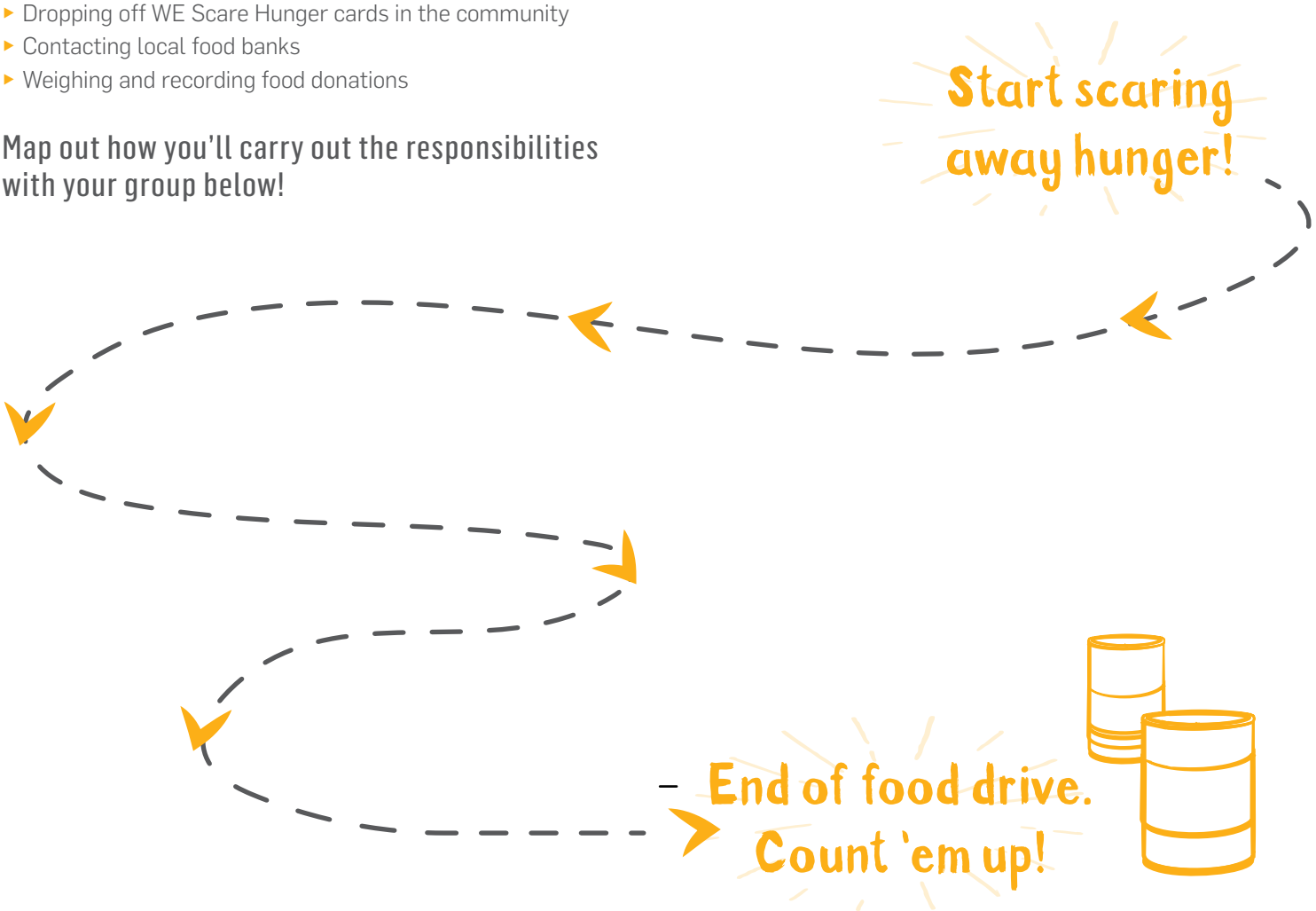
Decide who in your group will be responsible for each task to make sure your campaign goes smoothly! Using the Club Cards activity, assign each group member a role based on their individual strengths and passions. Feel free to assign more than one person to each role by breaking your team into smaller groups.

E.g., • Communications team • Planning team
• Other

Tasks might include:

- Distributing WE Scare Hunger cards in your school
- Making morning announcements
- Putting up posters
- Posting on social media
- Planning trick-or-treating routes
- Dropping off WE Scare Hunger cards in the community
- Contacting local food banks
- Weighing and recording food donations

Map out how you'll carry out the responsibilities with your group below!



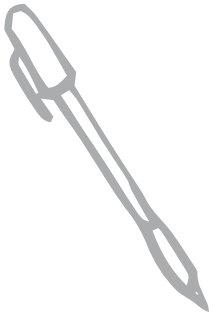
Step 3: Take Action

Brainstorm ways you can keep the momentum going throughout your campaign (e.g., competitions, regular announcements, information about hunger, etc.). Write a list below!

Reflect

How did your group do with its goals? Did you run into any challenges? Is there anything you would do differently next time? Besides the food your group collected, what impacts did you make together (e.g., involving your school, spreading awareness, developing skills)?

Reflect on your campaign by drawing or writing some of the highlights and/or challenges.



Step 4: Report and Celebrate

Report

- How many students from your school donated food?

_____

- What was your final total (in pounds of food or number of items)?

_____

- Which food bank did your group donate your collected goods to?

_____

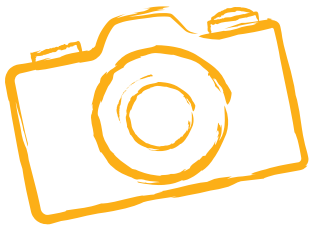
- How many days did your campaign last?

_____

- Has your teacher contacted your WE Schools Partnership Manager about filling out an Impact Survey? ☐ Yes / ☐ No

Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.



- Share photos of your actions with your school, community and WE Schools Partnership Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Share your success with WE Scare Hunger by posting photos to social media using #WEscareHunger.

Creative Resource: WE Scare Hunger Cards

Photocopy these cards or print them out from WE.org/wescarehunger. Then fill in the dates of your drive and the items the food bank needs most and cut out the cards to share with your school or community.

To distribute in your school.

Cut out and take with you.

WE Scare Hunger

From _____ to _____, please bring in non-perishable food for the food bank. We're especially interested in _____, _____ and _____, but all donations are appreciated. Thanks!

WE.org/wescarehunger

AN INITIATIVE OF WE

WE Scare Hunger

From _____ to _____, please bring in non-perishable food for the food bank. We're especially interested in _____, _____ and _____, but all donations are appreciated. Thanks!

WE.org/wescarehunger

AN INITIATIVE OF WE

To distribute along your trick-or-treating route.

Cut out and take with you.

WE Scare Hunger

On Halloween I will be collecting non-perishable food for our food bank. We're especially interested in _____, _____ and _____, but all donations are appreciated. Thanks!

WE.org/wescarehunger

AN INITIATIVE OF WE

WE Scare Hunger

On Halloween I will be collecting non-perishable food for our food bank. We're especially interested in _____, _____ and _____, but all donations are appreciated. Thanks!

WE.org/wescarehunger

AN INITIATIVE OF WE

WE Are Aware

Promote digital responsibility by sharing daily facts.

When driving 55 mph,

reading a text takes your eyes off the road long enough to drive the length of a football field.

Learn more about the issues at WE.org/exploringissues
Learn how to take action at WE.org/weareaware

#WEareAware

Step 1: Investigate and Learn

With your group, discuss what you already know about what counts as distracted driving, what the consequences are and, if you've experienced it, how it made you feel.

After a few minutes of group discussion, do the Exploring Issues activity together to learn more about the issue of distracted driving. Write down any thoughts, feelings or reactions to the facts on small pieces of paper and include them below.

Glue them below!

While texting and driving or using a smartphone is one of the most recognized forms of distracted driving, check out the list below for more examples of things that can distract you from the road, then share them with your peers so that everyone is informed of what counts as distracted driving.

- ✓ Programming the GPS
- ✓ Applying makeup
- ✓ Eating or drinking
- ✓ Looking in the glovebox
- ✓ Changing the stereo
- ✓ Reading
- ✓ Talking to passengers

If you want to take your research one step further, use the Internet to look up local state laws against distracted driving in your area. Write down the penalties below.

Set Your Goal

It's time to stay focused and set your goal!

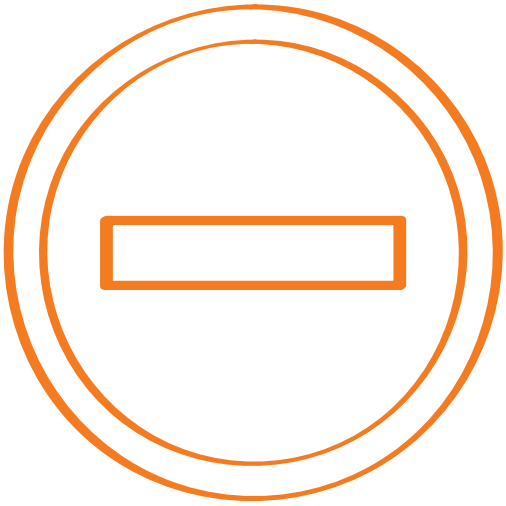
By raising awareness about digital responsibility, you can encourage others to pledge to stay focused while on the road and use their phones for spreading positivity rather than negativity. Everyone can help be part of the solution to end distracted driving and cyberbullying.

Through this campaign, how many people do you want to pledge to become digitally responsible?

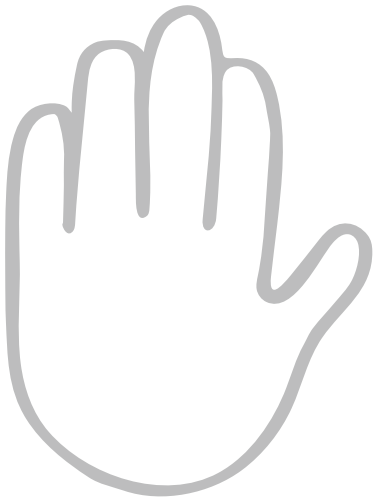
(This can extend to your family and community members.)

When will you run your campaign and share the daily facts?

Overall, what do you hope to achieve through this campaign?



Step 2: Action Plan



Now that you know more about the risks of distracted driving and cyberbullying and have set your goal for taking action, it's time to plan out how you will raise awareness and spread the message!

Using the five daily facts in the next section, decide with your group how you will spread the message about your campaign.

In addition to sharing the facts on social media, think of other ways you can spread awareness throughout your school and community. Use the chart below to organize your actions!

Action Plan

Announcements

-
-
-

Social Media Posts

-
-
-

Posters

-
-
-

-
-
-

-
-
-

Step 3: Take Action

Let's pledge to stay focused and encourage others to do the same!

Share these facts on social media and throughout your school and community to spread the message about the dangers of distracted driving and cyberbullying. Help educate and inspire others to reduce the amount of distractions in their car and be responsible while using social media.

1. Ninety-eight percent of drivers acknowledge that texting and driving is dangerous, but 74 percent say they have used their phone while driving.

2. In North America, four million car crashes each year involve distracted driving as a factor.

3. According to the U.S. Department of Health and Human Services, 52 percent of students have reported being bullied online.

4. There is a high economic toll for being distracted behind the wheel. Distracted driving accounts for almost $130 billion in economic losses.

5. Those who use chat sites and social networks are three times more likely than non-users to be bullied online.

Reflect

How has your perspective on digital responsibility changed since the beginning of this campaign? How will you continue to spread awareness about digital responsibility after the campaign is over? What surprised or impacted you most about the facts you shared?

Step 4: Report and Celebrate

Report

- How many people pledged to be digitally responsible throughout the campaign?

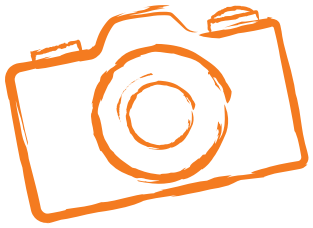
- How many impressions (likes, shares, comments) did your social media posts create?

- If you hosted an event, what kind of event was it and what was the result?

- Has your teacher contacted your WE Schools Partnership Manager about filling out an Impact Survey? ☐ Yes / ☐ No

Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.

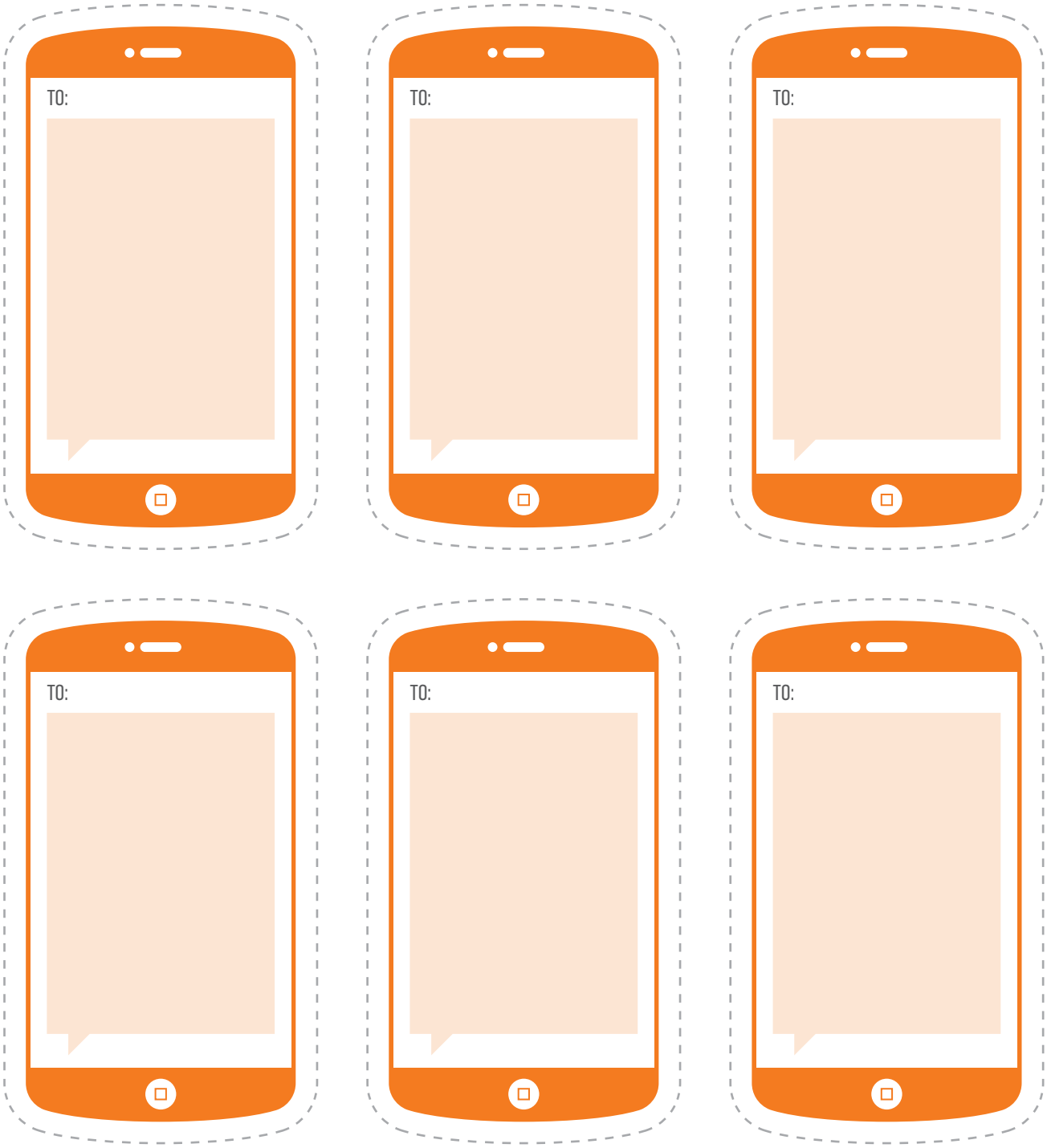


- Share photos of your actions with your school, community and WE Schools Partnership Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Share your success with WE Are Aware by posting photos to social media using #WEareAware.

Creative Resource: Cards of Impact

Photocopy and cut out these cards, then write a fact about distracted driving or cyberbullying to promote digital responsibility among your peers. Hand them out around your school and community to spread awareness about the dangers of distracted driving and cyberbullying and encourage people to continue passing them on. If you need more cards, visit WE.org/weareaware.



WE Film For Change

Create social change through the arts.

Youth who study art are 4x more likely

to be recognized for academic achievement.

Learn more about the issues at WE.org/exploringissues
Learn how to take action at WE.org/wefilmforchange

#WEfilmForChange

Step 1: Investigate and Learn

To get started, discuss among your group members ways you already show acceptance in your school.

Write a few of them below!

Before you start filming for WE Film For Change, take some time to understand why acceptance is important!

Go through the Exploring Issues activity with your group and learn more about issues affecting your local community.

Throughout the activity, use the space below to write or draw some of the issues that inspire you to take action! Are there any facts that surprise you? Use these as inspiration to take action for acceptance in your school or community.

Set Your Goal

How will you take action to promote acceptance in your school or community?

One of the many beauties of art is that it can take multiple forms. To promote acceptance in your school, you could paint a picture, sing a song, perform a skit or even film a documentary! Decide with your group what form of art you will choose to do and then, using your notes from **Investigate and Learn**, think about how that will promote acceptance.

- What issue will you take action on?

- What artistic piece will you create?

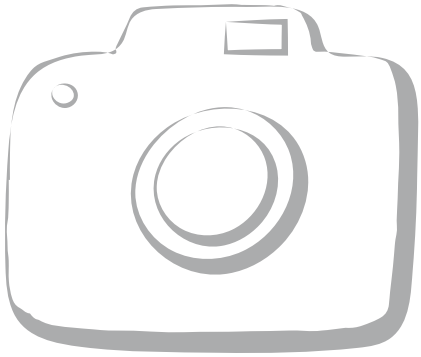
- When will you film it? Remember that you can film and share any action you take to create impact!

- What impact do you hope to make through your actions?

Step 2: Action Plan

Every film starts with a storyboard!

A storyboard is used in movie production to represent how the video will unfold. By using drawings, directions and dialogue in a number of squares, a storyboard should show people how the video will look and sound.



Use the squares below to design your own storyboard for your film!

Whatever artistic piece you have decided to create, make sure you film it so that you can share it with your peers and community members to create impact through art!

Once you have a plan for what your film will look like, figure out what supplies your group will need to complete your action. Use the Club Cards found in your WE Schools Kit to assign roles to each member of your group.

Use the space below to write down what items your group will need!

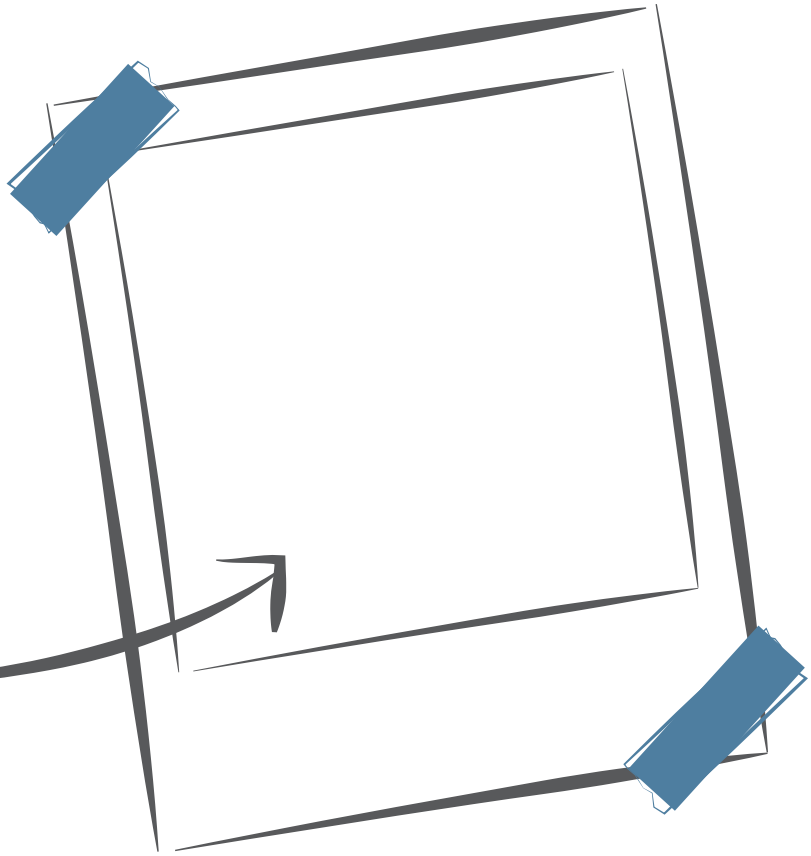
- E.g., camera
-
-
-
-
-
-
-
-
-
-
-

Step 3: Take Action

Lights, camera, take action!

It's time to film your art project and promote acceptance in your school!

Tape or glue a photo here of your group taking action.



Reflect

How did your artistic piece promote acceptance in your school? Why are kindness and acceptance important? Did you run into any problems during your campaign? How did you solve them?

Step 4: Report and Celebrate

Report

- How many people participated in your artistic piece?

_____

- How many people did you reach?

_____

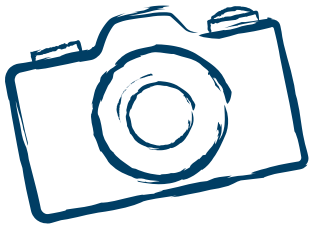
- Did you raise any money through an event tied to your campaign? (E.g., film screening)

_____

- Has your teacher contacted your WE Schools Partnership Manager about filling out an Impact Survey? ☐ Yes / ☐ No

Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.



- Share photos of your actions with your school, community and WE Schools Partnership Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Share your success with WE Film For Change by posting photos to social media using #WEfilmForChange.

Creative Resource: Your Ticket to Social Change

Use the tickets below to let people know where they can view your film for social change! Whether you host a screening of your film in your school's gym or post the video on social media, invite friends, family and community members to watch it so that you can continue to promote acceptance for all! Photocopy and cut out the tickets below and hand them out when you have finished the production of your film project. For more tickets, visit WE.org/wefilmforchange.

Admit One

This is your ticket to social change!

You're invited to a screening of our film _____

Where to view: _____

When: _____

#WEfilmForChange

Admit One

Admit One

This is your ticket to social change!

You're invited to a screening of our film _____

Where to view: _____

When: _____

#WEfilmForChange

Admit One

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You're invited to a screening of our film _____

Where to view: _____

When: _____

#WEfilmForChange

Admit One

WE Read Together

Be an advocate for literacy by organizing a book drive or reading with a buddy.

Learn more about the issues at WE.org/exploringissues
Learn how to take action at WE.org/wereadtogether

#WEreadTogether

Step 1: Investigate and Learn

Ready, set, READ!
Before you start reading, take some time to learn about the importance of literacy.

1. Crime and literacy are linked. Over 70% of inmates in prison cannot read above 4th grade level.

2. The rate of low literacy in this country costs the healthcare industry over $70 million every year.

Discuss with your group what country you think these stats are referring to.

Write your guess here:

_____

Next, go through the Exploring Issues activity with your group to find out more about how literacy impacts your life.

Write down anything that surprises or inspires you to take action.

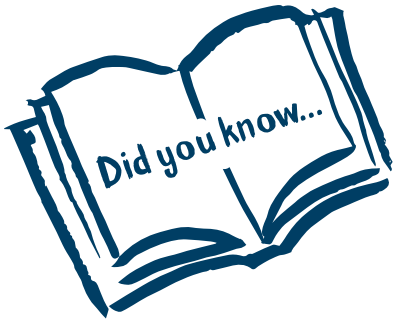
_____ _____

_____ _____

_____ _____

_____ _____

_____ _____



- Reading is declining as an activity among teenagers.
- Voluntary readers are better readers and writers than non-readers.
- Frequent readers score better on writing tests than non-readers or infrequent readers.

Answer: U.S.

Set Your Goal

To promote literacy in your school, consider organizing a book club for students to come together to share their favorite books.

When and where will your book club meet?

When you come together for peer reading, you have the opportunity to share the books that have inspired you with others in your group.

Learn more about what genres of books other people in your group enjoy.

Take a tally using the chart below!

Fiction	*Non-fiction*	*Fantasy*	*Mystery*	*Other*

Write your goal below for how many books your group hopes to read this school year.

Group Member	*Book Goal*

Try stepping out of your comfort zone and read at least one or two different genres that you're not used to!

Step 2: Action Plan

Pair up with a reading mentor—someone who shares similar book interests as you—and record the names of partners below.

WE Schools Group Member	*Reading Mentor*

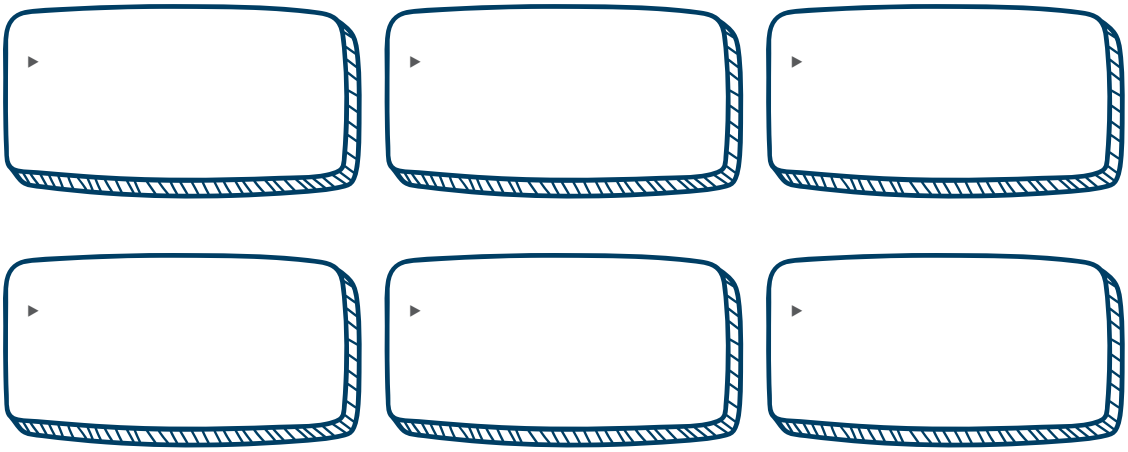
Ready to take your reading initiatives one step further? Plan a book drive at your school and have students donate books to share their passion for reading.

How will you promote the book drive?

- E.g., school announcements
- E.g., social media posts
- E.g., posters around the school

When will you hold your book drive?

Use the space below to assign tasks to group members.



Step 3: Take Action

Through your peer reading, book club and/or book drive, you are helping empower yourself and others!

Create a list of inspirational books that have impacted each of you. Share your list with others to spread the power of reading around your school and community!

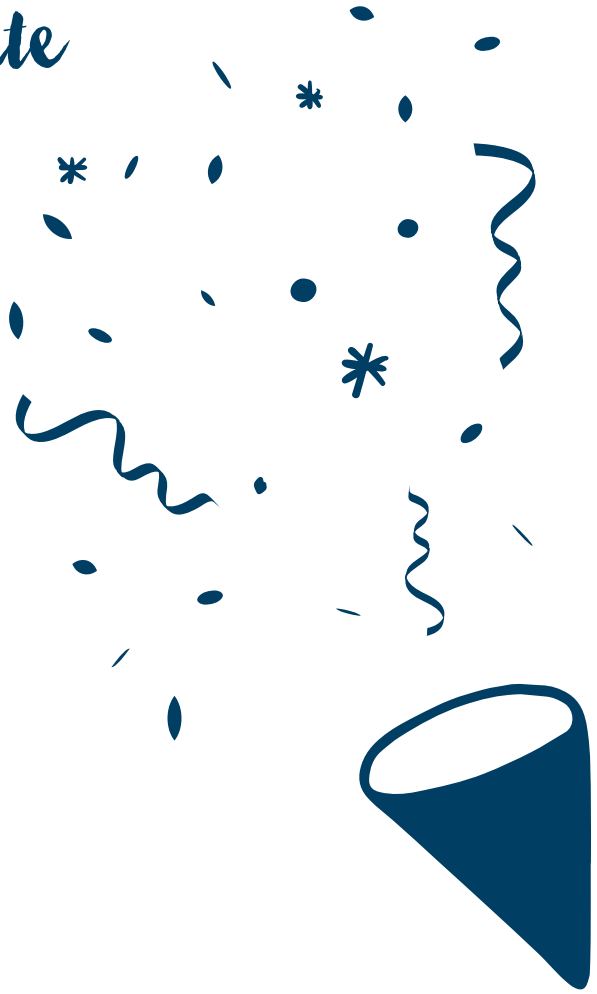
Write a few of the books from your list below.

Reflect

How was the turnout for your book drive? Do you think you inspired more people to read? How will your actions impact future generations of young leaders?

Reflect on your campaign by drawing or writing some of the highlights and/or challenges.

Step 4: Report and Celebrate



Report

- How many people participated in your WE Read Together campaign?

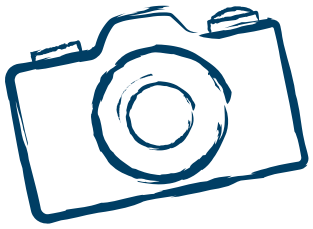
- If you hosted a book drive, how many books were swapped or purchased?

- What impact did your inspirational book list have?

- Has your teacher contacted your WE Schools Partnership Manager about filling out an Impact Survey? ☐ Yes / ☐ No

Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.



- Share photos of your actions with your school, community and WE Schools Partnership Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Share your success with WE Read Together by posting photos to social media using #WEreadTogether.

Creative Resource: Bookmarks for Thought

Use the bookmarks below to help keep your place while reading. When you're finished, write down something about the book that inspired you and place it in the front of your book for the next person who reads it to find!

This book inspired me to...

This book inspired me to...

This book inspired me to...

Use technology to create a more inclusive world.

90% of people with disabilities do as well or better at their jobs as co-workers without a disability.

Learn more about the issues at WE.org/exploringissues
Learn how to take action at WE.org/weareone

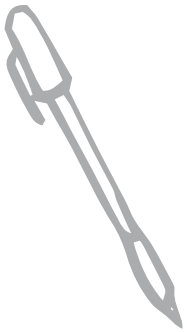
#WEareOne

Step 1: Investigate and Learn

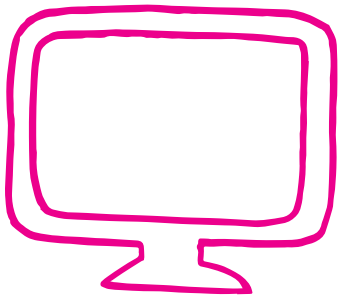
From remote controls to Velcro shoes and sliding doors, inclusive design is all around us. But among the solutions, there are also many barriers to inclusivity in our everyday world.

With your group, discuss any services or resources already in place that make your school more accessible and inclusive. (E.g., special needs teachers, adaptive technology or learning aids.)

Write or draw a few of them below.



Go through the Exploring Issues activity to learn more about the importance of inclusivity and ways technology can help create more welcoming and safe learning spaces for all.



Take time to learn from people with different abilities and experiences. Try to think outside of your school and research community centers or organizations that provide services for persons with disabilities.

Have someone from your group reach out and ask about having a representative come to talk to your class about the experiences of people with different abilities.

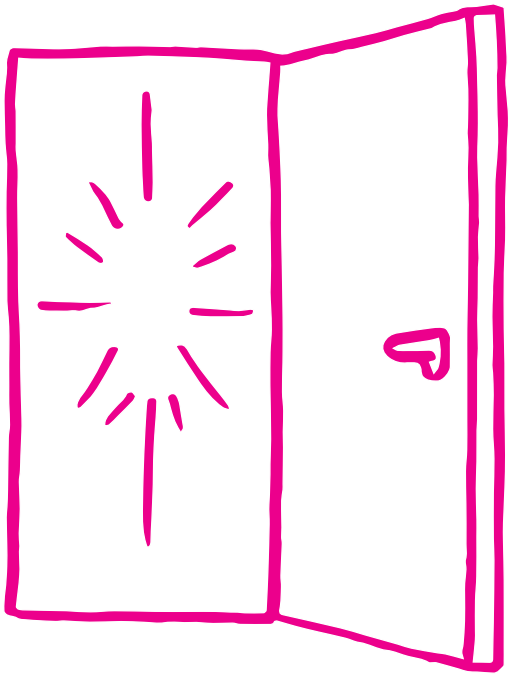
Set Your Goal

It's time to set your goal for inclusivity!

Start by thinking about the resources available to you in your school. Do you think there can be improvements to make your building more accessible? Are clubs and organizations welcoming to all students? Consider how you can remove some of the barriers to an inclusive community through technology.

Remember, disabilities can take on all forms—visible or not.

How many people would you like to get involved in this campaign?



What forms of technology are available to you that could help with this campaign?

Who do you plan to present your solution to?

When will you present your solution?

Step 2: Action Plan

Use the Creative Resource: Accessibility Mapping Chart to help you explore your school or community. Take note of spaces and objects that might pose a barrier to someone.

Using your findings from the Accessibility Mapping Chart, discuss and decide which accessibility issues your group would like to propose a solution to.

You will use these notes during the **Take Action** phase to help you present your design solution.

Issue	Solution

Choose one to focus on!

What barrier will your group propose a design solution to?

How will you use technology to design a solution that promotes inclusivity?

Step 3: Take Action

Next, use a digital presentation tool, such as Microsoft Sway, to create a presentation that clearly explains the benefits of your inclusivity solution.

Organize your notes from the Investigate and Learn and Action Plan sections and use them to help address the questions below during your presentation.

- Who is currently using this space or resource? Who is unable to use this space or resource?

- What is the issue? Why is it important to remove or resolve this issue?

- What is the technological solution? What benefits does it offer?

- What will the solution require (installation time and costs, training for equipment, etc.)?

- How will your group offer assistance (volunteering, fundraising for costs, etc.)?

Make sure to wish each other luck before your presentation!

Reflect

Did your audience have any follow-up questions? Why do you think accessibility and inclusivity often go unnoticed? How can we help others learn to recognize our shared responsibility for making spaces accessible?

Step 4: Report and Celebrate

Report

- How many people did you get involved in this campaign?

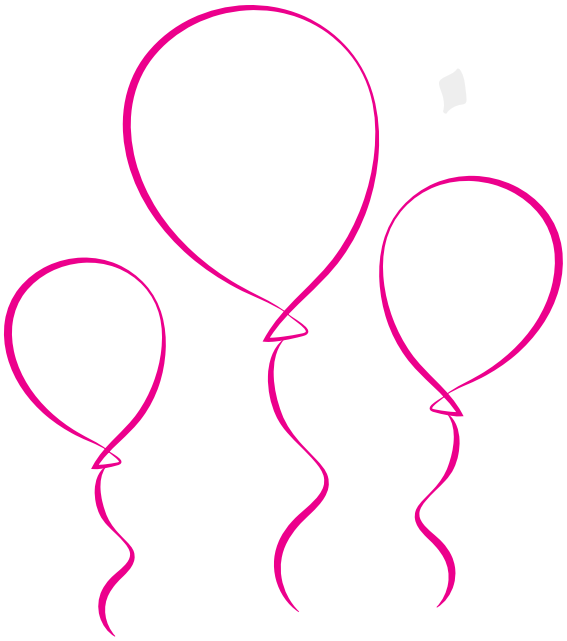
- How many people did you reach with your presentation?

- What kind of solution did you present? How did you use technology to envision a solution and take action for inclusivity?

- What parts of your presentation were most effective? What were the big successes in your presentation?

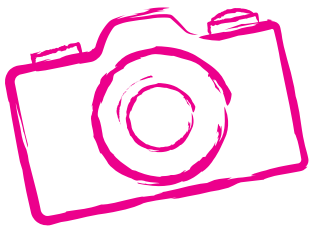
- What were the results of your presentation?

- Has your teacher contacted your WE Schools Partnership Manager about filling out an Impact Survey? ☐ Yes / ☐ No



Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.



- Share photos of your actions with your school, community and WE Schools Partnership Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Share your success with WE Are One by posting photos to social media using #WEareOne.

Creative Resource: Accessibility Mapping Chart

What do you see that might be a sign of an accessibility issue?

	Location of issue	Details of issue	Possible solutions
Visual accessibility issues (E.g., obstruction in hallway, tripping hazard, lack of stairway railings, lack of texture tape or other markers at the edge of stairs, lack of Braille signage, lack of audio signals/instructions, size of wording on signs, lack of alternate text on school website images)			
Hearing accessibility issues (E.g., doors that require an intercom or phone to open, lack of clear visual signs, lack of visibly marked exits and entrances, noisy rooms, lack of written information available, lack of closed caption in video materials)			
Mobility accessibility issues (E.g., tight spaces/ doorways that don't allow for wheelchairs, pathways obstructed by objects, lack of reserved washrooms, water fountains and shelves that are out of reach to wheelchairs, lack of curb cuts, ramps or elevators, lack of power-operated doors)			
Other accessibility issues (E.g., lack of benches or railings, unclear signs, lack of available help or aids, uneven floors or unpaved spaces, other obstructions, lack of accessible lockers, lack of assistive technology)			

WE Take Charge

Gather your friends and start a school garden.

The top 10 warmest years on record have all occurred in the past 19 years.

Learn more about the issues at WE.org/exploringissues
Learn how to take action at WE.org/wetakecharge

#WEtakeCharge

Step 1: Investigate and Learn

Start a classroom discussion about sustainability in your school. Use the space below to record the initiatives you are already doing at school to live more sustainably.

- _____
- _____
- _____
- _____
- _____
- _____

Now that you have brainstormed ways that you have been living sustainably, ask your teacher to run the Community Mapping activity.

Use the mapping activity as a guide, and perform the walk inside your school. Do you notice any obvious improvements you can make to your school? Be sure to look for signs of issues that have negative or positive impacts (e.g., lack of recycling bins, overuse of electricity).

Use the Exploring Issues activity to help you learn more about local environmental issues!

Issue #1

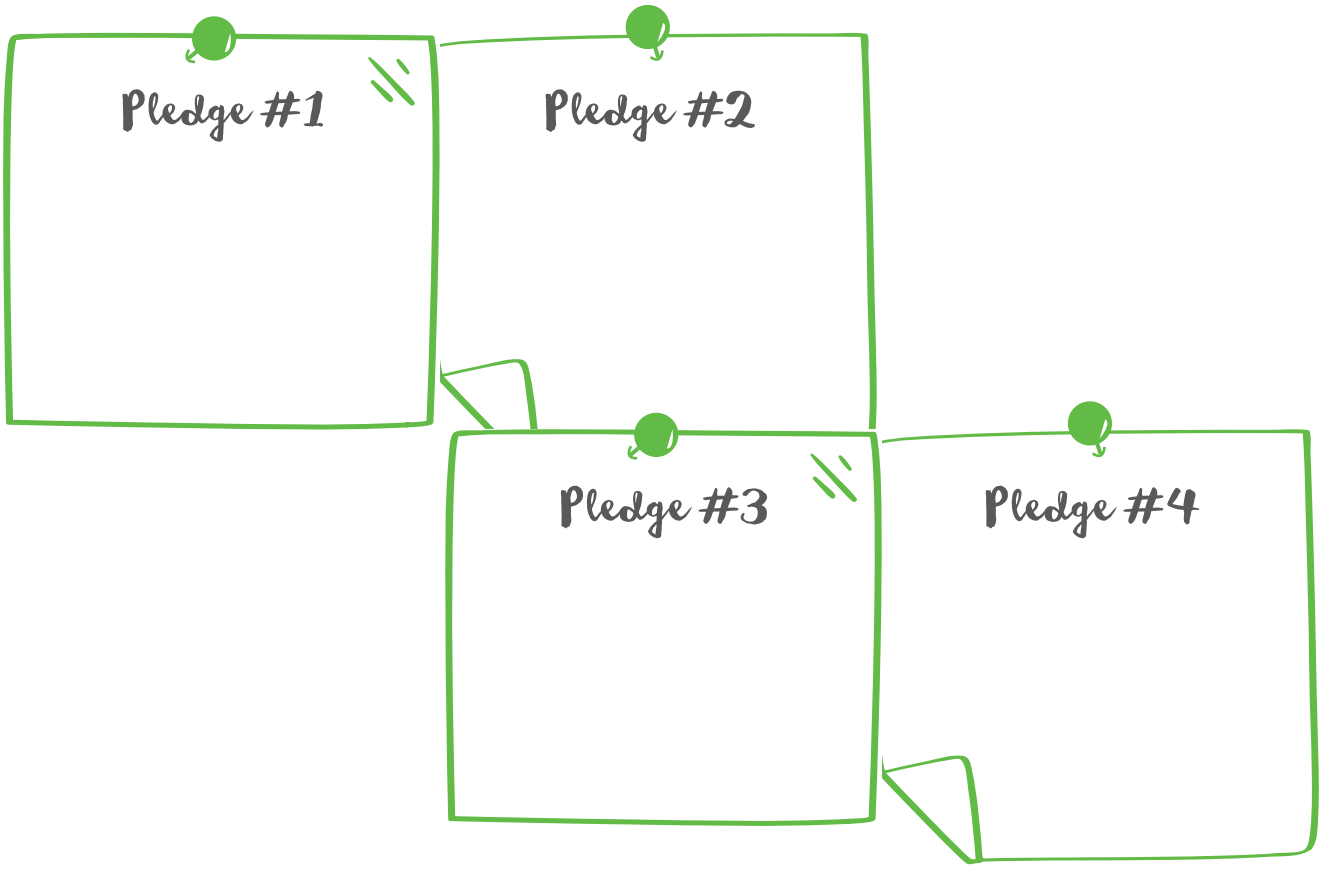
Issue #2

Issue #3

Issue #4

Set Your Goal

Using your findings, discuss the different pledges you could take to make a positive impact on each issue. For example, if one issue was the overuse of plastic water bottles, pledge to host a recycling campaign.



Now that you have made a list of sustainable improvements you can make to your school, decide on one or two that your group will take action on!

We pledge to

_____

What is your goal for this action? (E.g., how many plastic water bottles will you switch to reusable bottles?)

_____

Step 2: Action Plan

It's time to plan the actions that you will take for your sustainability pledge!

Set actionable goals for each group member by using the Club Cards included in your WE Schools Kit, and decide who will be responsible for each task involved in your action!

For example, one group member can set up campaign posters while another can track and update progress on the WE Day app.

Next, try to encourage the rest of your school, community and family members to get involved to create an even bigger impact.

Using the categories listed below, check off ways you will reach out to your community and challenge others to take a pledge to continue to raise awareness on sustainable living.

- ☐ Social Media
- ☐ Campaign Posters
- ☐ School Newsletter
- ☐ Choose Your Own

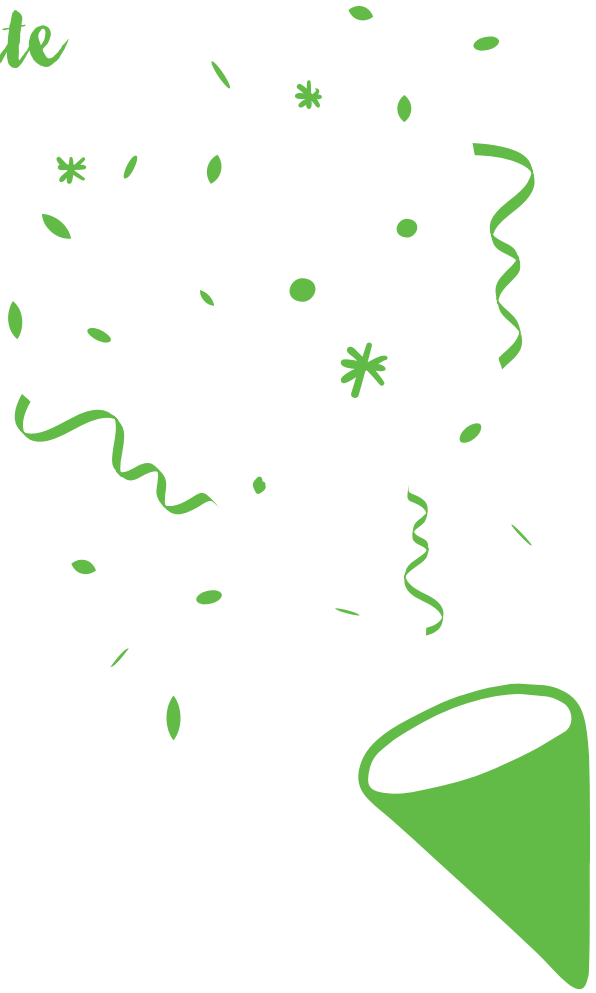
Step 3: Take Action

What are a few ways that your group can continue taking action throughout the school year?

Reflect

Using your research and findings, tell us what sustainability means to you. Why is it important that your school and community get involved in a campaign focused on sustainability?

Step 4: Report and Celebrate



Report

- Did you run into any challenges with your goal?

- How many people participated in the campaign?

- How many people did you reach through the campaign?

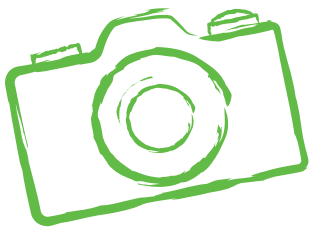
- How many pledges of sustainability did your group take?

- How long did you run your WE Take Charge campaign?

- Has your teacher contacted your WE Schools Partnership Manager about filling out an Impact Survey? ☐ Yes / ☐ No

Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.

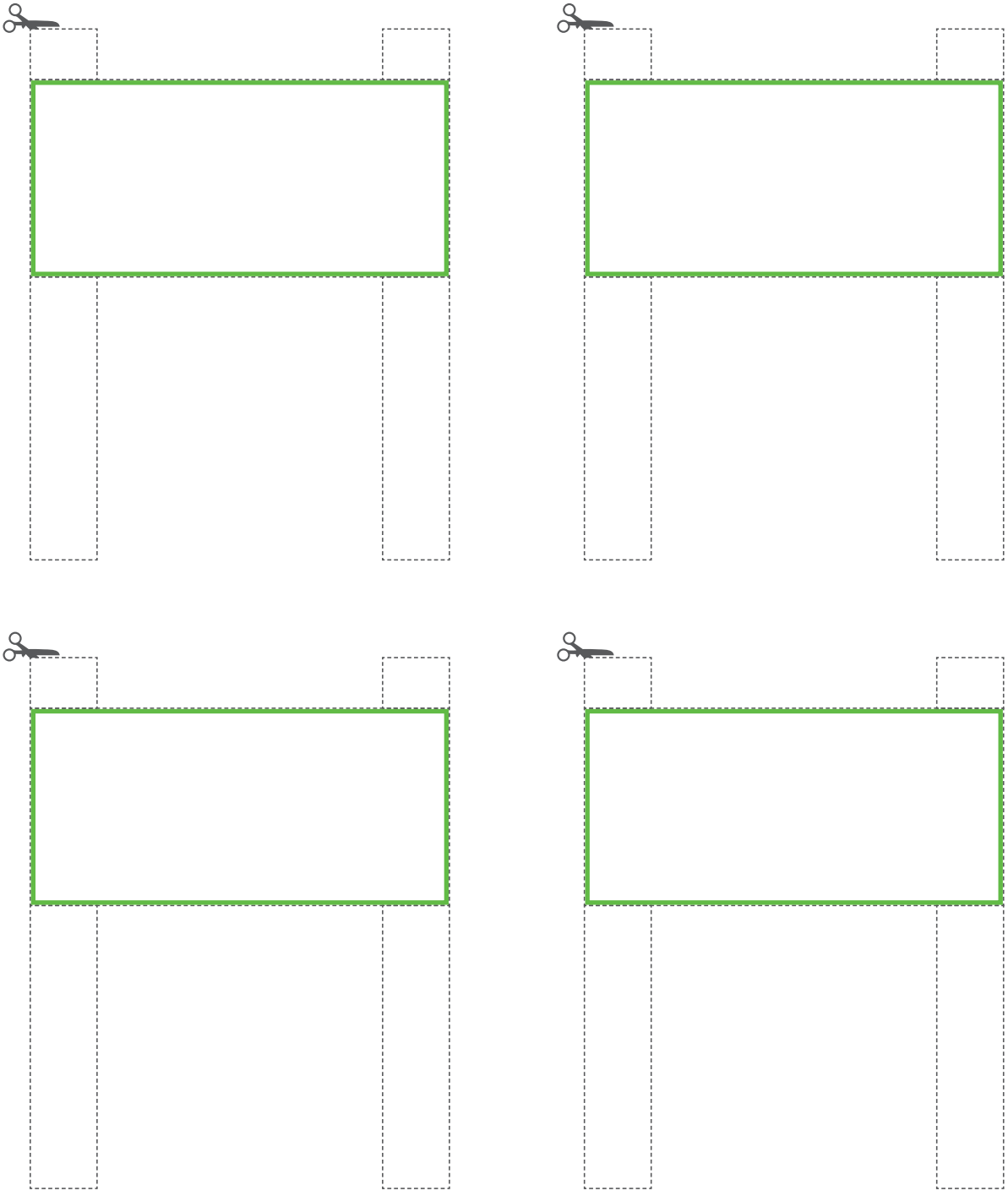


- Share photos of your actions with your school, community and WE Schools Partnership Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Share your success with WE Take Charge by posting photos to social media using #WEtakeCharge.

Creative Resource: Plant Markers

Use the plant markers below to write down the names of the plants in your school garden. Attach a popsicle stick to the back of each one and place them in your garden so that you can keep track of what your group is growing! For more plant markers, check out WE.org/wetakecharge.



Organize a volunteer activity with your peers.

According to one study, 94% of people who volunteered ♡ said that volunteering had improved their mood.

Learn more about the issues at WE.org/exploringissues
Learn how to take action at WE.org/wevolunteernow

#WEvolunteerNow

Step 1: Investigate and Learn

Think about what local issues you're already passionate about, or the names of organizations in your community you would like to volunteer for.

Write or glue in your responses below!

To learn more about local issues affecting communities across the country, go through the Exploring Issues activity with your teacher.

When you are finished, write or draw your thoughts, feelings and ideas below!

Now that you know about local issues affecting people across the country, take time to learn about the issues in your own backyard! With the Community Mapping activity on your USB, you will identify the issues that affect your community by taking a walk around your neighborhood and mapping them out.

What issues were you most surprised by? How did you feel about what you saw? Write down any thoughts or feelings you have.

Ask your friends and family what their favorite volunteer experience has been, to gain insight on what people enjoy most about volunteering and for new ideas on how you can take action!

Set Your Goal

Next, you're going to want to set a goal for your volunteer efforts!

You can plan multiple small volunteer actions throughout your school and community or put all your effort into planning one big event! Encourage students and community members to rally together and plan some inspiring actions. By engaging in meaningful volunteer actions, you and your community can learn what it means to be a volunteer—to help impact others, make positive changes and boost the moods of yourself and others!

What will your volunteer action be?

When will you hold your volunteer week or event?

What is your volunteering goal?

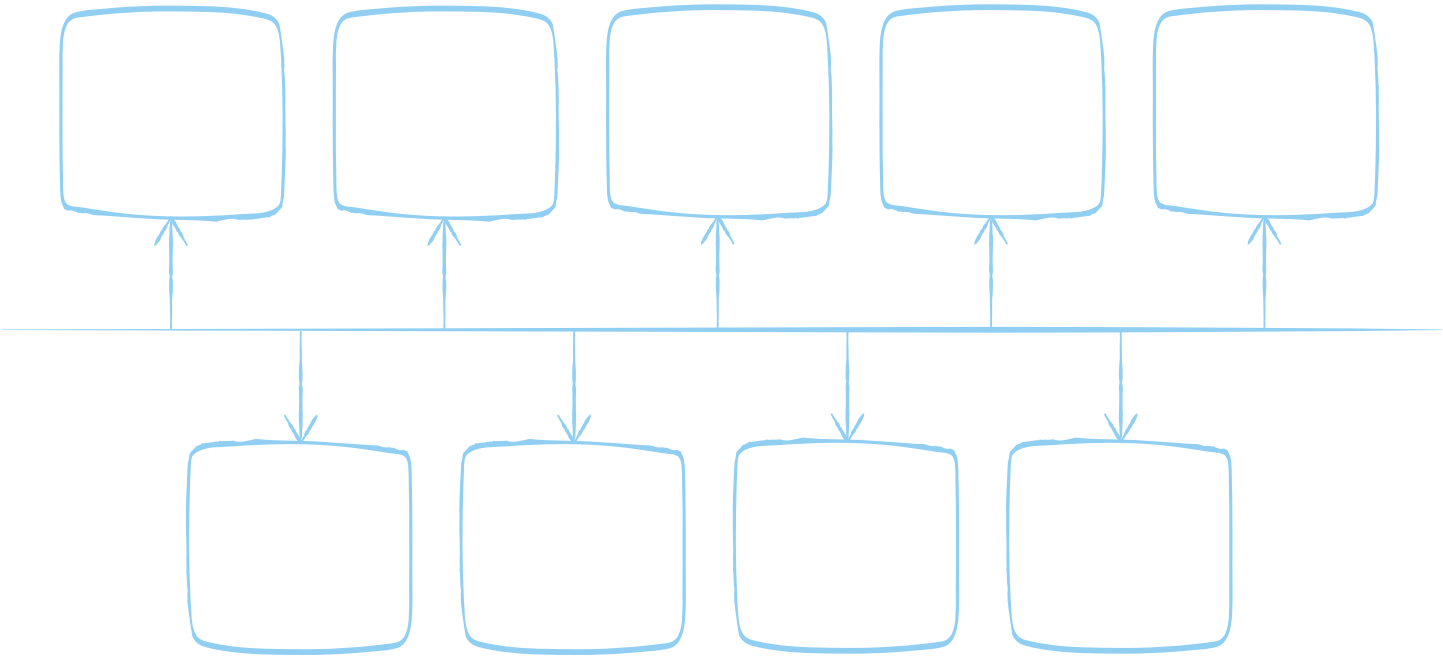
How will you be measuring how much you volunteer? By hours? By actions?

More people means more impact! How will you rally together and increase participation in your campaign?

Step 2: Action Plan

You've got a goal, but now you need a plan to put it into action.

Create a timeline! From start to finish, plot the different steps your group will take to gear up for your volunteer actions. Make sure to include ways to promote your volunteer actions around the school, and jot down any supplies you might need!



Brainstorm any issues that might come up during your actions. Discuss them with your group and think of ways that you can overcome them.

PROBLEM

SOLUTION

Think of ways you can engage the rest of your school throughout the year. Write down a few ideas below to keep the spirit of volunteerism going all year long.

- E.g., Hold a competition—whoever volunteers the most hours in a set period of time wins a prize. Get local businesses to donate gift cards.
- E.g., Make a list of unusual, fun ways for people to volunteer and pass a copy out to each homeroom.
- E.g., The next time you hang out with your friends, suggest a day of volunteering instead of your usual weekend activities.
-
-
-

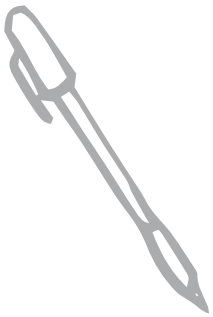
Step 3: Take Action

Tape or glue a photo here of your group taking action!

Reflect

Reflect on what it felt like to help others. Do you feel like you had an impact on the local issues you were volunteering for? Why is it important to volunteer?

Reflect on your campaign by drawing or writing some of the highlights and/or challenges.



Step 4: Report and Celebrate

Use the MVP cards on the next page to write down your group members' volunteer talents and their reasons for volunteering! Make sure to thank everyone who came out to support your volunteer efforts.

Report

- How many different activities did you plan?

_____

- How many people did you get involved in volunteer actions?

_____

- How many hours, on average, did each person volunteer?

_____

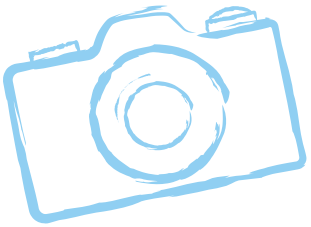
- How have your thoughts on volunteering changed?

_____

- Has your teacher contacted your WE Schools Partnership Manager about filling out an Impact Survey? ☐ Yes / ☐ No

Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.

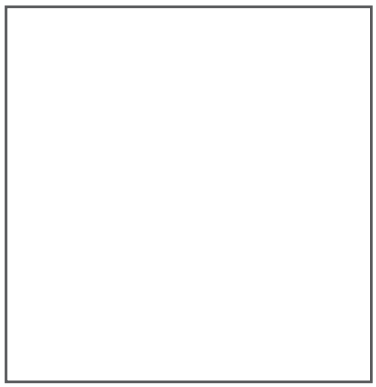


- Share photos of your actions with your school, community and WE Schools Partnership Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Share your success with WE Volunteer Now by posting photos to social media using #WEvolunteerNow.

Creative Resource: WE Volunteer Now MVP Cards

You've pulled together an all-star team for WE Volunteer Now. Have your teammates sit down and design their own MVP cards and pin them on a bulletin board to share your talents and motivations with each other.



WE Volunteer Now MVP

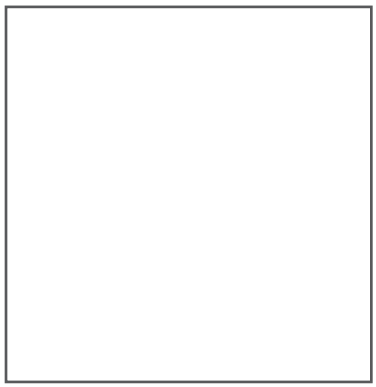
Name: _____

My volunteer talent: _____

_____

I volunteer because: _____

_____



WE Volunteer Now MVP

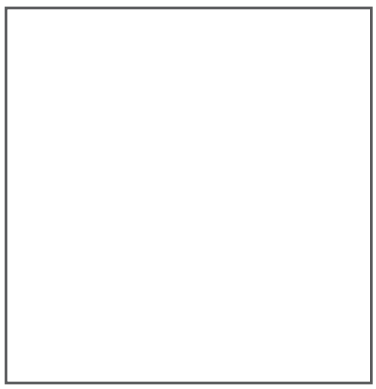
Name: _____

My volunteer talent: _____

_____

I volunteer because: _____

_____



WE Volunteer Now MVP

Name: _____

My volunteer talent: _____

_____

I volunteer because: _____

_____

We are social!

FOLLOW US! @WEmovement

#WEday | #WEschools

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Allstate Foundation

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Microsoft

Walgreens
at the corner of happy & healthy