WE

2018
2019

Service-Learning in Action

Campaigns and action plans

Table of Contents

Introduction

Service-Learning Campaigns

WE Schools Program Manager: _____

Email: _____   Skype username: _____

Phone: _____   Your WE code: _____

Get ready to get doing.

This is service in action.

This book is filled with action-based campaigns that will help you plan and take action on the issues you're passionate about. Each campaign includes an introduction to an issue and action, as well as an explanation of why taking action is important. Our ready-made service-learning campaigns will help you set goals, plan your actions and reflect on your successes!

At the end of the year, flip through the pages and feel proud of the impact you've made in your local and global communities. This one is for you. So fill it up, get inspired and get doing!

How to Use

First, use the Exploring Issues activity (found in *Guide to WE Schools* on page 12) to learn more about local and global issues and find a cause you want to take action on. Once you decide on the issue, then you're ready to choose your service-learning campaign and turn your passion into action. Each service-learning campaign is built using the Steps of WE Schools to help you organize from start to finish.

Steps of WE Schools

1. Investigate and Learn

Explore local and global issues then set your goal.

2. Action Plan

Develop an action plan for your initiative.

3. Take Action

Implement your plan and reflect on your impact.

4. Report and Celebrate

Present the results of your project.

Record and Reflect

Take time to record and reflect on your progress and impact during each step. After completing each service-learning campaign, contact your WE Schools Program Manager to fill out an Impact Survey.

Skills Development

The following skills will be gained throughout the campaigns and can be helpful in your schoolwork and future careers. Check for these icons at the beginning of each campaign.

| Argument Formation | Information Literacy | Leadership | Organization | Action Planning | Research and Writing | Critical Thinking | Reflection |

OneNote

Download the WE Schools Kit in Microsoft OneNote to collaborate on action plans with your group. **WE.org/WEschoolsKit**

Earn Your Tech for Good Badge

New this year! By completing a Tech for Good challenge, found on each campaign, you will earn a digital badge that signifies you have met three standards from the International Society for Technology in Education.

Collect canned goods for local food banks.

WE Scare Hunger

ACTION PLANNING   ORGANIZATION   LEADERSHIP SKILLS

Hunger + Food Drive
= IMPACT

Hunger affects people from all walks of life, including those you might not suspect. People who experience food insecurity are often forced to make difficult choices. Parents choose between skipping meals and feeding their children. Do they buy groceries or pay the rent or electricity bill?

When we come together to collect food for people struggling with hunger, we can help ensure they have the resources to feed themselves and their families. By supporting WE Scare Hunger, you can contribute to your community and also raise awareness of the root causes of hunger.
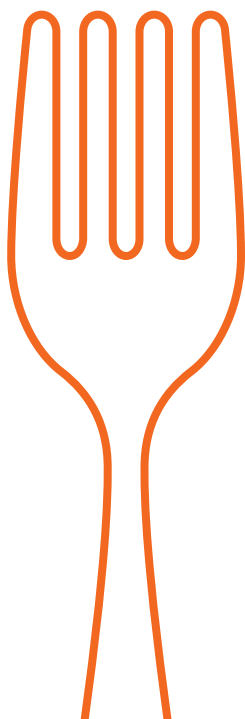
FACT: More than 46 million people in the U.S. turn to food banks for support.

Go trick-or-treating for canned goods on Halloween!

Campaign in Action

After attending WE Day, students at New Era School were so inspired to make a change for their local community that they organized and ran a WE Scare Hunger food drive in just five days. The team of 10 students rallied the whole school to raise over 660 lb of food for their local food bank in just one day! The students' teacher lead, who volunteered to take the food down to the local food bank, was extremely proud of their achievement. "Students were so inspired. They felt like change was so easy to make that they could make a difference."

At School

- Collect food as individual homerooms and hold a competition to see which class can bring in the most donations. (Try counting by weight and number of items.)
- Volunteer with your class or school group to sort donations at a food bank.

At Home

- Volunteer with your family to serve a meal at a food bank or community center.
- Find out which items are most needed and donate something to your local food bank.

As a Community

- Organize a food drive on your street or in your neighborhood.
- Distribute donation boxes throughout your community. (Try grocery stores, banks or local businesses.)

Classroom Resource

Understanding Hunger: Raising awareness about the effects of hunger.

Grade Level	Subject Connection	Learning Goals	Skills Developed
1 to 6	• Social Studies • Health and Physical Education	• Determine the difference between a need and a want. • Explore what hunger looks like and feels like. • Learn about organizations that provide support for those affected by hunger.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills
7 to 8	• Health and Physical Education • Geography • Math	• Explore facts and myths about hunger. • Identify the causes and effects of hunger. • Learn about organizations that provide support for those affected by hunger.	
9 to 12	• Social Studies	• Determine the characteristics of a sustainable community. • Explore facts and myths about hunger. • Identify the causes and effects of hunger. • Learn about organizations that provide support for those affected by hunger.	

Tech for Good Badge

Search for local food banks and create a shareable map for your community that outlines drop-off sites for non-perishable food items. Share the locations with classmates and rally students to donate canned goods to each site to help make sure no family goes hungry. Be sure to share your experience using **#WEscareHunger**.

Go further: Add additional drop-off site locations to your online map.

Checklist

- ■ Investigate and learn with the Hunger Issue Card
- ■ Visit **WE.org/wescarehunger** for more resources
- ■ Create an Action Plan
- ■ Put up campaign posters
- ■ Watch and share the campaign video
- ■ Print out and distribute the Creative Resource
- ■ Share on social media with **#WEscareHunger**
- ■ Complete your Campaign Impact Survey
- ■ Plan your WE DayX

WE SCHOOLS
TECH FOR GOOD

WE Scare Hunger

42,000,000 Americans

At any given time, approximately forty-two million Americans are living in homes that struggle to put food on the table.

Find More Online

Go to **WE.org/wescarehunger** for more stats, information and downloadable posters and infographics to help you organize an epic food drive.

Let's get doing.

Step 1: Investigate and Learn

Check out the Hunger Issue Card to learn more about the effects of hunger across the country, and think about why you want to take action on it. Explore hunger locally by researching food banks operating in your community, along with what services they provide. Contact the food bank and ask a few questions to help gain a better understanding of what they need.

What items does your local food bank need?

- _____
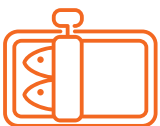- _____
- _____

- _____
- _____
- _____

How many people do they serve? What time of year do they need donations most?
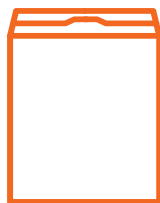
How will you drop off your donations?

Common Food Bank Requests

Canned meats and fish

Boxes of cereal

Jars of peanut butter

Dry pasta and sauce

Canned fruits and vegetables

Set Your Goal

Now that you've learned more about hunger, it's time to set a goal. Here are a few things to consider:

How many group members will be collecting food? _____

When and how long will your campaign be? Will you be tying it to Halloween or another holiday, like Thanksgiving?

Start Date: _____   **Finish:** _____

Fundraising Goal
_____ **items/pounds of food**

Step 2: Action Plan

Decide who will be responsible for each task to make sure your campaign goes smoothly.

Task	Group Member(s) Responsible
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	

WE Scare Hunger Cards

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

To distribute in your school:

WE Scare Hunger

FROM: _____ TO: _____

We are hosting a food drive! All donations are appreciated, but we're especially interested in:

_____

_____

_____

Thank you! **WE.org/wescarehunger**

WE Scare Hunger

FROM: _____ TO: _____

We are hosting a food drive! All donations are appreciated, but we're especially interested in:

_____

_____

_____

Thank you! **WE.org/wescarehunger**

To distribute along your trick-or-treating route:

WE Scare Hunger

On Halloween, I will be collecting non-perishable food for our food bank. Any and all donations are appreciated, but we're especially interested in:

_____

_____

_____

Thank you! **WE.org/wescarehunger**

WE Scare Hunger

On Halloween, I will be collecting non-perishable food for our food bank. Any and all donations are appreciated, but we're especially interested in:

_____

_____

_____

Thank you! **WE.org/wescarehunger**

Step 3: Take Action

It's time to get out there and get doing! Whether you're hosting a food drive at school or trick-or-treating for canned goods, you are helping scare away hunger in your community. And that is pretty cool.

f 🐦 📷 👻   **Share your pictures, progress and success on social media with #WEscareHunger.**

Reflect

How did your group do with its goals? Did you run into any challenges?
Was your community willing to get involved?

Is there anything you would do differently next time?

Besides the food your group collected, what impacts did you make together?

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 educator contacted your WE Schools Program Manager about filling out an Impact Survey? ■ Yes ■ No

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

■ Share photos of your actions with your school, community and WE Schools Program Manager.

■ Record the highlights of your event day and create a video.

■ Celebrate impacts through a class party, assembly or WE DayX.

Host a health fundraiser and give health globally.

WE Give Health

CRITICAL THINKING   ACTION PLANNING   REFLECTION

A special thank you to Walgreens for their dedication to making communities healthier and happier.

Walgreens and WE believe that choice by choice, action by action, we have the power to change the world. As the largest drug-retailing chain in the U.S., Walgreens champions everyone's right to be happy and healthy. They have teamed up with WE Schools to inspire you to champion happiness and health for yourself and your community.

Health + Movement
= CHANGE

Good health is important to your quality of life, and through your individual health habits, you have the power to give health worldwide! Preventative health measures such as life-saving vitamins, immunizations and checkups could help save millions of people each year.

Organize a healthy-living event with your group and raise funds for WE Villages to help youth in developing communities gain access to health care. Through WE Give Health, every move you make has the power to create impact and give health globally.

FACT: Despite a 41% decrease from the rate in 2000, there were an estimated 212 million malaria cases globally in 2015.

WE Villages Goal

Through WE Villages, you can empower your global community with sustainable change.

$50 = Health workshops for one mother!

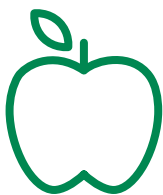# Organize a dance-a-thon to raise funds for global health.

Campaign in Action

Fifth grade students at Bellaire School decided to investigate and learn all about infectious diseases. Through their research, they learned that handwashing is a preventive measure that can stop the spread of disease. The students decided to collect data in their school and learned that younger students were washing their hands with soap and water, but many older students were not. As a result, the students made soap to sell, and will be giving the proceeds to support one of our WE Villages communities.

At School

- Use your health habits to give health worldwide through our healthy living challenges. Visit **WE.org/wegivehealth** to join the movement of schools taking action.
- Host a sports tournament and collect donations from each team that participates.

At Home

- As a family, learn about health issues impacting global communities.
- Host a bike-a-thon to fundraise for global health care.

As a Community

- Host a community jump rope event to raise funds for the WE Villages Health Pillar.
- Organize a walk-a-thon to benefit an important global health issue.

Classroom Resource

Creating Healthy Communities: Promoting healthy living locally and globally.

Grade	Subject Connection	Learning Goals	Skills Developed
1 to 8	• Health and Physical Education	• Understand how health issues affect people locally and globally. • Explore the physical and mental health benefits of an active lifestyle.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills
9 to 12			

Tech for Good Badge

Use a technological tool to create a daily log for the activities you are doing—drinking water, walking, biking, what you eat—to improve your health. Be sure to share your experience using **#WEgiveHealth**.

Go further: Invite your friends and family members to share their own health goals and tips to lead healthier lives.

Checklist

- ◼ Investigate and learn with the Health Issue Card
- ◼ Visit **WE.org/wegivehealth** for more resources
- ◼ Create an Action Plan
- ◼ Put up campaign posters
- ◼ Watch and share the campaign video
- ◼ Print out and distribute the Creative Resource
- ◼ Share on social media with **#WEgiveHealth**
- ◼ Complete your Campaign Impact Survey
- ◼ Plan your WE DayX

WE SCHOOLS
TECH FOR GOOD

WE Give Health

800 million people

spend at least 10% of their household budget on health-related expenses.

Find More Online

Check out **WE.org/wegivehealth** for more stats, information and downloadable posters and infographics to help you make a difference.
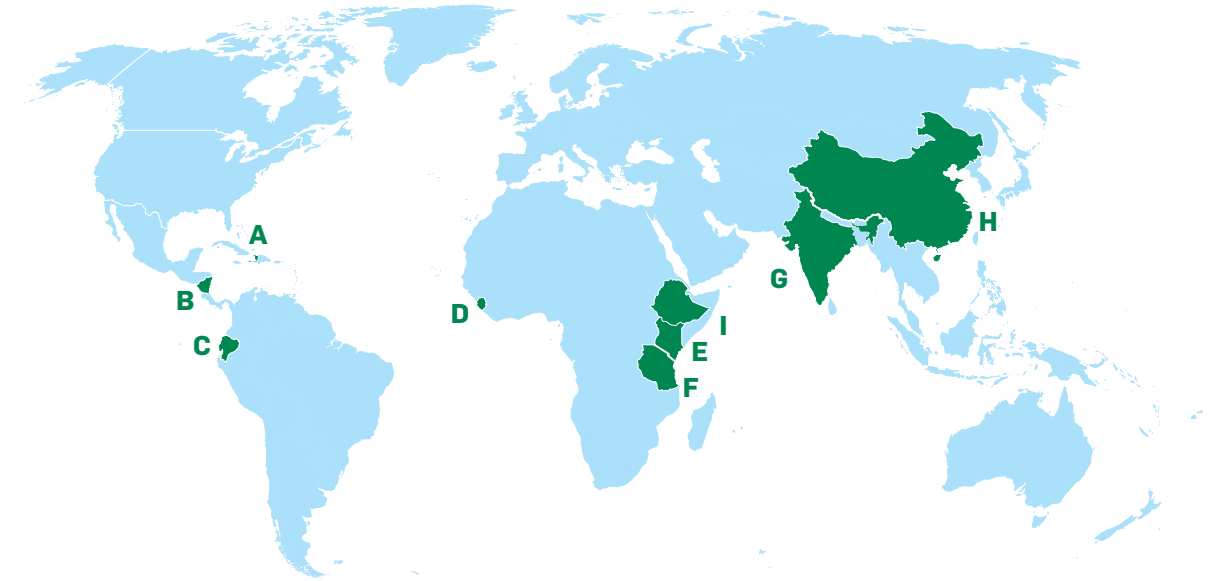
Let's get doing.

Step 1: Investigate and Learn

Test your knowledge! Match the issue to the country. Use the Health Issue Card to learn more.

Legend

A. Haiti

B. Nicaragua

C. Ecuador

D. Sierra Leone

E. Kenya

F. Tanzania

G. India

H. China

I. Ethiopia

1. The largest country in Central America, approximately 55% of women in rural areas here give birth at home.

2. A 2010 earthquake wiped out 50 health centers in this country. Now 40% of the population lacks access to essential health services.

3. Home to the world's largest ethnic group, this country faces about 1.6 million premature deaths a year due to air pollution.

4. This country shares borders with eight other countries and has one of the highest maternal mortality rates in the world of 556 deaths per 100,000 live births.

5. Sharing borders with Liberia and Guinea, this country's average life expectancy is 50 years.

6. Approximately the size of Manitoba, or the state of Texas, this country has just over 9,000 physicians for the entire population of more than 50 million.

7. Located in the Horn of Africa, severe acute malnutrition affects approximately 40% of children in this country.

8. Home to the world's largest tropical rainforest, this country's most prevalent health issues include infant mortality and dengue fever.

9. One of the oldest civilizations in the world, this country spends just over 1% of GDP on public health care, one of the lowest levels in the world.

Answer key: 1. B 2. A 3. H 4. D 5. D 6. E 7. I 8. C 9. G

Set Your Goal

By taking care of ourselves, we can help take care of the world. Every step, jump or dance move you do through WE Give Health has the power to create global impact. Through your fundraising efforts at home, people worldwide will gain access to health care, helping them lead healthier more productive lives.

Every $50 raised will give one mother access to a health workshop where she will receive training to help prevent illness and malnutrition from getting in the way of her children's growth and development.

What healthy event or activity will you do? _____

How will you collect donations? _____

When will you hold your event? _____

What is your fundraising goal? _____

Step 2: Action Plan

Think about what you'll need to ensure a successful event day. Based on everyone's individual strengths and passions, decide who in your group will be responsible for each task!

Items Needed	Group Member(s) Responsible
Healthy snacks for participants	
Posters	

Spread the Word

How will you promote your event? Add your own ideas to the list below!

- School announcements _____
- Newsletters _____
- Campaign posters _____
- Social media posts _____
- _____

- _____
- _____
- _____
- _____
- _____

WE Give Health Tickets

Sell tickets or collect pledge forms for your dance or sports tournament to get people excited for the event. Photocopy this page or print tickets and pledge forms from **WE.org/wegivehealth** so you can track anticipated attendance or participation numbers.

Admit One	Admit One	Admit One
Your ticket to step up and change the world. WE.org/wegivehealth **WE** Give Health	**Your ticket to step up and change the world.** WE.org/wegivehealth **WE** Give Health	**Your ticket to step up and change the world.** WE.org/wegivehealth **WE** Give Health
Admit One	**Admit One**	**Admit One**
Your ticket to step up and change the world. WE.org/wegivehealth **WE** Give Health	**Your ticket to step up and change the world.** WE.org/wegivehealth **WE** Give Health	**Your ticket to step up and change the world.** WE.org/wegivehealth **WE** Give Health
Admit One	**Admit One**	**Admit One**
Your ticket to step up and change the world. WE.org/wegivehealth **WE** Give Health	**Your ticket to step up and change the world.** WE.org/wegivehealth **WE** Give Health	**Your ticket to step up and change the world.** WE.org/wegivehealth **WE** Give Health

Step 3: Take Action

When we take action on our own health habits, we have the power to spread good health worldwide. Invite your friends, family and community to get involved in your healthy-living event and get moving!

⨍ 𝕏 ⃝ 👻   **Don't forget to share your pictures, updates and success with #WEgiveHealth.**

Reflect

How did your healthy-living event promote health both locally and globally?

How will your actions create impact in developing communities worldwide?

Why is access to health care important?

Step 4: Report and Celebrate

Report

How many people participated in your event? _____

What kind of healthy-living event did you hold? _____

How much money did you raise for your goal? _____

Where did you donate it? _____

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? ■ Yes ■ No

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

■ Share photos of your actions with your school, community and WE Schools Program Manager.

■ Record the highlights of your event day and create a video.

■ Celebrate impacts through a class party, assembly or WE DayX.

Create social change through the arts.

WE Film For Change

INFORMATION LITERACY   REFLECTION   CRITICAL THINKING

A special thank you to Participant Media for creating entertainment that inspires and compels social change.

Through the power of storytelling, Participant Media and its digital entertainment division, SoulPancake, are helping to engage audiences while bringing global awareness and action to today's most vital issues.

Advocacy + Arts = CHANGE

The arts are a common language that can bridge our differences and pave the way for a more accepting future. They communicate universal truths and allow people to express themselves. The arts give you an opportunity to use your creativity to advocate for something that you believe in. Use the WE Film For Change campaign to create your own documentary film to shed light on an issue that's important to you, your school or your community. Share it with others to spread the message and help create social change.
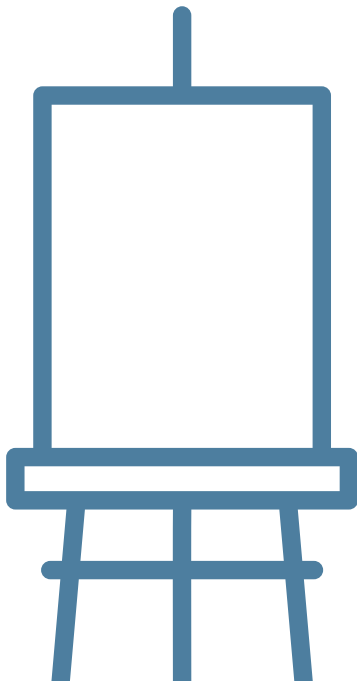
FACT: The developmental benefits of practicing art include: improved academic performance, cultural awareness, inventiveness, decision making and language development.

# Film a documentary to advocate and make an impact.
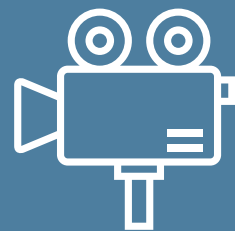
Campaign in Action

Students at Kittitas High School are taking action on an issue very close to their hearts. In November 2015, one of their peers passed away suddenly after battling NF1, a genetic disorder that affects multiple systems of the body. He and his family have been an integral part of the community, and Kittitas High School wants to honor his legacy by sharing his story. To do this, they have chosen to film a video and profile his family members and loved ones as they share the impact of the disease on their lives. Through WE Film For Change, they are using their passion and creativity to honor their classmate and bring awareness to NF1.

At School

Step 1. Select an issue. Choose which issue matters most to you (e.g., poverty, inequality).

Step 2. Create an artistic piece to highlight your issue (e.g., painting, skit, dance).

Step 3. Film your impact!
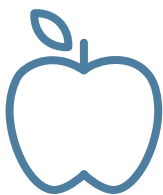
At Home

• Host a family movie night. Create and share your own movie reviews and awards for favorite scenes.

• Create a skit with your family to address an issue and film it to share with others.

As a Community

• Create a movie and screen it at your local community center.

• Host a play or collection of skits to share with people in your neighborhood.

Classroom Resource

Arts for Transformation: Creating meaningful change through the arts.

Grade Level	Subject Connection	Learning Goals	Skills Developed
4 to 8	• Visual and Performing Arts • English Language Arts • Social Studies	• Learn how storytelling can help to raise awareness for issues affecting communities locally and globally. • Explore the ways the arts can be used to create social change.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills
9 to 12			

Tech for Good Badge

You have the power to influence others through art and technology. Use a social media platform to rate and review movies about social change and justice. Share the reviews and the reasons why these movies matter and make a difference. Be sure to share your experience using **#WEfilmForChange**.

Go further: Create an online quiz for students to take that gives them a recommended movie to watch based on their social justice interests.

WE SCHOOLS
TECH FOR GOOD

Checklist

- ☐ Investigate and learn with the Issue Cards
- ☐ Visit **WE.org/wefilmforchange** for more resources
- ☐ Create an Action Plan
- ☐ Put up campaign posters
- ☐ Watch and share the campaign video
- ☐ Print out and distribute the Creative Resource
- ☐ Share on social media with **#WEfilmForChange**
- ☐ Complete your Campaign Impact Survey
- ☐ Plan your WE DayX

WE Film For Change

6 weeks

after the premiere of the documentary *Super Size Me*, McDonald's eliminated the Super Size option from its menu.

Find More Online

Check out **WE.org/wefilmforchange** for more stats, information and downloadable posters and infographics to help you film for change.

Let's get doing.

Step 1: Investigate and Learn

To advocate for change, you first need to know what you're passionate about! If you're not sure what issue you want to tackle, try using the Exploring Issues activity to learn more about local and global issues.

Create a list of issues or causes your group is interested in advocating for.

What artistic interests do your group members have? Discuss what type of art project would work best for your group (e.g., a painting, graffiti wall, spoken word, dance, skit, etc.).

▸ After you choose an art project, you'll be filming it and sharing with others to raise awareness!

Set Your Goal

Art can take on many forms! To advocate for your cause, choose which type of art project your group will do.

What cause or issue will you take action on? _____

How will you take action through art to advocate for your cause? _____

When will you film your documentary? _____

How many people will be directly involved in the art project and filming the documentary? _____

How many people do you want to share your art with? _____

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

Step 2: Action Plan

Consider the following elements to help you make an impactful film:

Target Audience: Who will be watching the video? _____

Cause: Why are you sharing this story? _____

Message: What is an effective story? _____

Music: This will set the tone of the video, so choose carefully. _____

Pictures: Positive or negative images? A mix of the two? _____

Call to Action: What do you want people to do after seeing the video? _____

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.

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 you post the video on social media, invite friends, family and community members to watch it so that you can continue to advocate for your chosen issue. 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:

_____

WHEN: _____

WHERE: _____

WE.org/wefilmforchange

Admit One

This is your ticket to social change! You're invited to a screening of our film:

_____

WHEN: _____

WHERE: _____

WE.org/wefilmforchange

Admit One

This is your ticket to social change! You're invited to a screening of our film:

_____

WHEN: _____

WHERE: _____

WE.org/wefilmforchange

Admit One

This is your ticket to social change! You're invited to a screening of our film:

_____

WHEN: _____

WHERE: _____

WE.org/wefilmforchange

Admit One

This is your ticket to social change! You're invited to a screening of our film:

_____

WHEN: _____

WHERE: _____

WE.org/wefilmforchange

Admit One

This is your ticket to social change! You're invited to a screening of our film:

_____

WHEN: _____

WHERE: _____

WE.org/wefilmforchange

Step 3: Take Action

Lights, camera, take action! It's time to film your art project and advocate for your cause. And remember, film can be used to create positive change, but to do that it needs to be shared! Share your documentary with the rest of your school and community to help amplify your message.

Don't forget to share behind-the-scenes pictures of your filming process, along with updates and successes, on social media with #WEfilmForChange.

Reflect

How did your artistic piece advocate for your cause?

Did you run into any problems during your campaign?
How did you solve them and what did you learn from this experience?

How will you continue to raise awareness through your art project?
Will you share it at a community event? Post it online?

Step 4: Report and Celebrate

Report

How many people participated in your campaign? _____

How many people did you reach by sharing your art? _____

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

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? ■ Yes ■ No

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

■ Share photos of your actions with your school, community and WE Schools Program Manager.

■ Record the highlights of your event day and create a video.

■ Celebrate impacts through a class party, assembly or WE DayX.

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

WE Read Together

LEADERSHIP   CRITICAL THINKING   REFLECTION

A special thank you to KPMG for supporting the next generation of young leaders through reading.

KPMG is passionate about empowering youth with the reading skills they need to be successful. In 2008, they established KPMG's Family for Literacy program to combat childhood illiteracy. By providing access to books and promoting role models to influence youth's perception of reading, KPMG and WE are helping to create lifelong learners through reading because "Readers become Leaders."

Access to Books + Literacy Advocate
= IMPACT

Reading is one of the most important skills to have because it affects almost every aspect of our everyday lives. By increasing access to books, you have the power to inspire young leaders to become readers and lifelong learners.

Use the WE Read Together campaign and discover how to take action and create change around literacy.

FACT: Illiteracy can lead to lower-paying jobs, poor self-esteem and negative health effects.

Organize a book drive and track the number of books you collect.

Campaign in Action

Literacy is very important to the students at Thomas Warren Field P.S. 299! The students celebrated World Read Aloud Day by reading to younger classes throughout the day and inviting community officers to the school to join in on the reading fun. To continue their reading efforts, the school will be starting a reading club to promote their love of books.

At School

- Become a reading buddy to a younger child to help encourage a lifelong love of reading, and track the number of hours you read together.
- Host a read-a-thon for students to come together and track the number of hours they read.

At Home

- Collect your family's gently used books, and donate them to a local organization. Keep track of the number of books you donated.
- Keep track of the number of hours your family reads.

As a Community

- Start a neighborhood book donation drive and track the number of books collected.
- Start a book-exchange kiosk where community members can take a book and/or leave a book. Track the number of books exchanged!

Classroom Resource

Knowledge Is Power: Understanding the issues and barriers to literacy.

Grade Level	Subject Connection	Learning Goals	Skills Developed
• 1 to 8	• English Language Arts • Social Studies	• Understand the importance of access to books. • Explore how picture books can be effective tools for raising awareness about social justice issues.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills
• 9 to 12		• Explore why literacy skills are essential for all. • Recognize why functional illiteracy is a social justice issue.	

Tech for Good Badge

Create a promotional-style video about the book you're currently reading to help encourage and promote reading among your friends, family and community.

Go further: Visit your local library and see what digital resources are available for reading. Share what you find using **#WEreadTogether** on social media to educate your local community and increase their access to books and resources.

WE SCHOOLS
TECH FOR GOOD

Checklist

◼ Investigate and learn with the Literacy Issue Card

◼ Visit **WE.org/wereadtogether** for more resources

◼ Create an Action Plan

◼ Put up campaign posters

◼ Watch and share the campaign video

◼ Print out and distribute the Creative Resource

◼ Share on social media with **#WEreadTogether**

◼ Complete your Campaign Impact Survey

◼ Plan your WE DayX

WE Read
Together

30,000,000

More than 30 million American adults age 16 and older don't have the literacy skills needed for the working world.

Find More Online

Check out **WE.org/wereadtogether** for more stats, information and downloadable posters and infographics to help you make a difference.

Let's get doing.

Step 1: Investigate and Learn

Well-rounded literacy skills are important to have in order to lead a healthy and productive life. Before you start your action plan, test your knowledge on literacy to see what you already know!

1. Almost every household in America owns enough books for their family to read. **True/False**

2. Literacy includes the ability to read and write through verbal, print, visual and digital formats. **True/False**

3. Those with poor literacy skills have a greater chance of facing poverty, unemployment and illness. **True/False**

Use the Literacy Issue Card with your group to find out more about how literacy impacts your life. Did any of the stats surprise you or inspire you to take action?

Take a Tally

To help promote literacy in your school, learn about what genres of books people are interested in!

Fiction	Non-fiction	Fantasy	Mystery	Other

Answer key: 1. False 2. True 3. True

Set Your Goal

Share the love of reading with your classmates through a book club, book drive or by reading with a buddy!

Book Club

How many people do you want to get involved in the book club? _____

Book Drive

How many books do you hope to collect for the book drive? _____

Reading with a Buddy

How many books does your group hope to read this year? Have everyone share their goal and then add them up!
Book goal: _____

Step 2: Action Plan

Ready to share your passion for reading? Plan out your book club, book drive or reading buddies to make sure everyone is on the same page.

Book Club

When and where will your book club meet? _____

Book Drive

When and where will you hold your book drive? _____

Reading with a Buddy

How will you find reading buddies? _____

Spread the Word

Don't forget to promote your event! Decide who will be responsible for each task.

Task	Group Member(s) Responsible
School announcements	
Social media posts	
Posters around the school	

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!

WE Read Together

THIS BOOK INSPIRED ME TO:

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

WE Read Together

THIS BOOK INSPIRED ME TO:

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

WE Read Together

THIS BOOK INSPIRED ME TO:

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Step 3: Take Action

Ready, set, start reading! Through your peer reading, book club and/or book drive, you are helping empower yourself and others with literacy skills for life.

---

 f 🐦 📷 👻   **Share pictures from your reading initiatives on social media with #WEreadTogether.**

Reflect

How was the turnout for your book drive, book club and/or reading buddy event?

How will your actions impact future generations of young leaders?

Favorite Books

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

Charlotte's Web

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 educator contacted your WE Schools Program Manager about filling out an Impact Survey? ☐ Yes ☐ No

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

• Share photos of your actions with your school, community and WE Schools Program Manager.

• Record the highlights of your event day and create a video.

• Celebrate impacts through a class party, assembly or WE DayX.

Create a more inclusive world using technology.

WE Are One

INFORMATION LITERACY   CRITICAL THINKING   ARGUMENT FORMATION

Inclusion + Technology = IMPACT

Disabilities come in a wide variety of forms, and many of them are not visible. Using technology and inclusive design is important so that everyone can benefit from accessible tools, services and experiences.

Are there any barriers at your school that make it hard for people with disabilities to be included, such as inaccessible entrances, videos without captions or cluttered hallways? Use the WE Are One campaign to explore ways you can make your school and community more inclusive.

FACT: Voice commands and remote controls evolved from design solutions for people with disabilities, yet benefit us all.

Create a solution using technology that makes your school or community more inclusive.
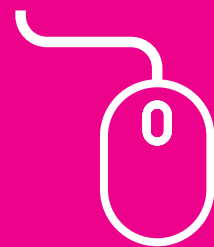
Campaign in Action

Students at Hesby Oaks Leadership Charter were inspired by a student's grandmother who requires the use of a cane to help her get around. Unfortunately, she has experienced a serious fall without having someone nearby to help her.

Knowing that many older people require a cane for support, the students plan to create a cane that can sense the hard impact from a fall and will instantly call a friend, family member or other support person. This will help ensure people can receive immediate attention in the case of a serious fall, even if it happens when no one is nearby to provide assistance.

At School

- Create a PowerPoint presentation to educate other students about how inclusive design results in services, experiences and spaces that benefit everyone.

- Identify barriers—such as hard-to-reach lights or heavy doors—and consider how technology could offer solutions.
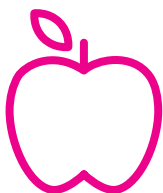
At Home

- Have a discussion with your family about what inclusion means and discuss whether your home is an inclusive environment.

- Are there changes you could make to ensure your home is more accessible for people with disabilities?

As a Community

- Challenge yourself to review the inclusion of your central community space, such as a favorite playground, library or coffee shop.

- Are there ways these spaces or the experiences and services within them could be made more accessible and inclusive? How could technology help?

Classroom Resource

Creating an Inclusive World: Exploring how communities
can become places where everyone feels welcome.

Grade Level	Subject Connection	Learning Goals	Skills Developed
6 to 8 9 to 12	• English Language Arts • Science and Technology • Social Studies	• Understand how the use of language affects the creation of an inclusive society. • Explore the role technology plays in making community experiences, services and spaces more inclusive.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills

Tech for Good Badge

Use Sway or PowerPoint to create an interactive presentation about people with disabilities and the importance of inclusive design. Present it to your school or to students from another school using Skype, and share your experience with **#WEareOne**.

Go further: Create an app or digital game that would help make your school or community more inclusive for all. Be sure to share your experience using **#WEareOne**.

Checklist

☐ Investigate and learn with the Accessibility Issue Card

☐ Visit **WE.org/WEareOne** for more resources

☐ Create an Action Plan

☐ Put up campaign posters

☐ Watch and share the campaign video

☐ Print out and distribute the Creative Resource

☐ Share on social media with **#WEareOne**

☐ Complete your Campaign Impact Survey

☐ Plan your WE DayX

WE SCHOOLS
TECH FOR GOOD

WE Are One

Approximately
40,890,900

people in the United States have a disability.
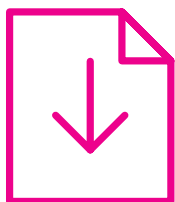
Find More Online

Go to **WE.org/WEareOne** for more stats, information and downloadable posters and infographics to help you create a more inclusive world.

Let's get doing.

Step 1: Investigate and Learn

Inclusive design is all around us. The Velcro on your shoes. Automatic sliding doors. Stop announcements on public transportation.

What services or resources are already in place around your school and community?
What could you do to make these services better, or what new services could you design?

Ways to Learn More

Use the Accessibility Issue Card 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.

▸ Research community centers or organizations that provide services for persons with disabilities.

▸ Ask about having someone visit your school to educate others on the experiences of people with differing abilities.

Set Your Goal

Before you decide which accessibility issue your group will propose a solution to, let's start with a few goals.

How many people would you like to get involved in creating accessible solutions for your school? _____

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

Step 2: Action Plan

Use the Creative Resource: Accessibility Mapping Chart to help you explore your school or community and take note of things that might pose a barrier. With your findings, discuss and decide which accessibility issues your group will propose a solution to.

Issue	Solution
Example: The school video announcements have no closed captions.	Example: Work with the technology team at the school to implement closed captions on all videos the school produces.

What barrier will your group propose a design solution to? _____

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

Who do you plan to present your solution to? _____

When will you present your solution? _____

Accessibility Mapping Chart

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

Issue	Location of Issue	Details of Issue	Possible Solutions
Visual Accessibility 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 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 captions in video materials			
Mobility Accessibility 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 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			

Step 3: Take Action

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 previous 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.)?

Next Step

Now that you've shared your solution, it's time to take the necessary steps to implement it! Using technology for good, work with your group and educator to follow through on your solution.

Share your pictures, progress and design solutions on social media with #WEareOne.

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?

Were you able to put your inclusive design solution into place?

Step 4: Report and Celebrate

Report

How many people helped design accessible solutions? _____

How many people did you reach with your presentation? _____

How did you use technology to envision a solution and take action for inclusivity? _____

_____

What were the results of your design solution? _____

_____

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? ☐ Yes ☐ No

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

■ Share photos of your actions with your school, community and WE Schools Program Manager.

■ Record the highlights of your event day and create a video.

■ Celebrate impacts through a class party, assembly or WE DayX.

Gather your friends and start a school garden.

WE Go Green

WE

REFLECTION   ARGUMENT FORMATION   LEADERSHIP

Sustainability + Purpose
= CHANGE

We only get one green Earth, so let's commit to keeping it that way! Start a garden in your school or community or take a sustainability pledge to plant the seeds for change.

Encourage your family members, friends and neighbors to get involved and create an even bigger impact. Then watch how everyday actions can turn into extraordinary ones.

FACT: The 2017 Atlantic hurricane season was the most expensive in U.S. history.

Gather your peers and create a sustainable garden for your school.

Campaign in Action

The students from Saltar's Point Elementary School have been working diligently to make an impact in their community. This year, students are tackling an issue close to their hearts: the environment. Partnering with TerraCycle, the school has been transformed into a green space with the addition of a school garden where they use composted food from student's lunches.

They are also working on a new trend in environmental circles, called Upcycling, where household items that would usually be thrown away are "upcycled" to create new products. For example, students recycle shampoo bottles and granola bar wrappers, send them to TerraCycle and new products are made of the recycled materials.

At School

- Challenge your peers to commit to a personal sustainability pledge, like packing five no-waste lunches or reducing showers from 10 to five minutes.
- Replace plastic water bottles with reusable bottles, recycle paper and pick up trash on school grounds.
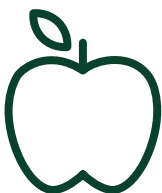
At Home

- Commit to a car-free day to reduce carbon emissions in the environment.
- Encourage your family to bike to work and school, or take public transit as an alternative.

As a Community

- Organize a garbage pickup walk in your neighborhood.
- Have people meet at a local park, field or beach to help clean up your community.

Classroom Resource

Act Today for a Bright Future: Teaching green living for a sustainable future.

Grade	Subject Connection	Learning Goals	Skills Developed
6 to 8	• Visual and Performing Arts • English Language Arts • Social Studies • Science and Technology	• Explore the impact humans have on the environment. • Learn what it means to live sustainably.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills
9 to 12	• Visual and Performing Arts • English Language Arts • Social Studies		

Tech for Good Badge

Create a pledge-counter program or an app to track your ecological footprint. Challenge your fellow students to do as many sustainable activities at school as possible. From biking, walking or rollerblading to school to recycling paper and turning off lights in rooms that aren't occupied, keep track of all the positive actions in your environment. Be sure to share your experience using **#WEgoGreen**.

Go further: Use your pledge counter or app to challenge your friends! See who can commit to the highest number of sustainability pledges in a week.

Checklist

- ☐ Investigate and learn with the Environment Issue Card
- ☐ Visit **WE.org/wegogreen** for more resources
- ☐ Create an Action Plan
- ☐ Put up campaign posters
- ☐ Watch and share the campaign video
- ☐ Print out and distribute the Creative Resource
- ☐ Share on social media with **#WEgoGreen**
- ☐ Complete your Campaign Impact Survey
- ☐ Plan your WE DayX

WE SCHOOLS
TECH FOR GOOD

WE Go Green

17 of the 18
warmest years
on record have occurred since 2001.

Find More Online

Check out **WE.org/wegogreen** for more stats, information and downloadable posters and infographics to help you make a difference.

Let's get doing.

Step 1: Investigate and Learn

Planting the seeds for change begins with learning more about what's going on in your own backyard! Use the Environment Issue Card to help you learn more about local issues.

What sustainability initiatives already exist in your school or community?
Which ones work best?

Community Mapping

Download the Community Mapping activity at **WE.org/weschoolskit** to use as a guide to take a walk inside your school. Look for signs of issues that have negative or positive impacts (i.e., lack of recycling bins or overuse of electricity). Do you notice any obvious improvements you can make to your school?

Issues

Set Your Goal

What pledges can you take to help promote sustainability in your school? Have each person in your group set their own goal for making a positive impact on the environment, then decide on a pledge to take action on as a group!

We pledge to:

What is your goal for this action? For example, how many seeds will you plant in the garden? How many plastic water bottles will you switch to reusable bottles? _____

_____

When will you hold your campaign? _____

Step 2: Action Plan

Ready to plan the actions you will take for your sustainability pledge? Use this chart to decide who will be responsible for each task involved.

Task	Group Member(s) Responsible
Make school announcements	
Put up posters	
Gather supplies	

Change happens when everyone gets involved! Think of ways to reach out to your community and challenge others to pledge to live more sustainably.

Plant Markers

Use the plant markers below to help identify the plants in your new school garden. Photocopy this page, cut out the plant markers and fold along the dotted line. Place a popsicle stick in the seam and glue together. To download more plant markers, visit **WE.org/wegogreen**.

WE Go Green	WE Go Green	WE Go Green	WE Go Green
WE Go Green	WE Go Green	WE Go Green	WE Go Green
WE Go Green	WE Go Green	WE Go Green	WE Go Green
WE Go Green	WE Go Green	WE Go Green	WE Go Green

Step 3: Take Action

Every seed planted and bottle recycled is helping contribute to a better, more sustainable world. Encourage your whole school to get involved and start taking action!

f 🐦 📷 👻   **Don't forget to share your pictures, progress and success on social media with #WEgoGreen.**

Reflect

What does sustainability mean to you?

Why is it important that your school and community get involved in a campaign focused on sustainability?

What worked and what didn't with your sustainability pledges?

Step 4: Report and Celebrate

Report

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 Go Green campaign for? _____

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? ☐ Yes ☐ No

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

☐ Share photos of your actions with your school, community and WE Schools Program Manager.

☐ Record the highlights of your event day and create a video.

☐ Celebrate impacts through a class party, assembly or WE DayX.

Organize a volunteer activity with your friends.

WE Volunteer Now

🟣 LEADERSHIP SKILLS   ⚙️ CRITICAL THINKING   🟠 REFLECTION

Youth Empowerment
+ Volunteering
= CHANGE

Volunteering brings people together and makes our communities better places for all of us to live. Find your passion for change and gather friends to volunteer on a cause in your community. By empowering yourself and the people around you to take action, you can create real change on an issue or problem you see affecting your community.

FACT: 96% of people who volunteered said it enriched their sense of purpose in life; 94% said that volunteering improved their mood.

Rally your group to volunteer at a homeless shelter to serve meals to your community.

Campaign in Action

Every February, the North Mason High School WE Club organizes a blood drive. With a waitlist of people who wish to donate their blood, the North Mason blood drive always ends up exceeding their goal.

On top of collecting much-needed blood for the local hospital, the WE Club organizes a donation drive for funds to donate to the blood donor services. Way to give it your all, North Mason High School!

At School

- Create emergency kits for your local community that include hygiene products, gloves and other essentials.
- Organize a volunteer week and recruit volunteers for your school and local area, such as your library and a seniors' home.
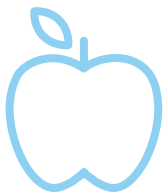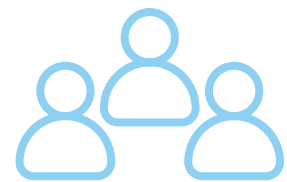
At Home

- Spend time together cleaning up a local park.
- Volunteer at a food bank or community center.

As a Community

- Come together to make sandwiches and hand them out in your neighborhood.
- Organize a neighborhood clothing drive for a homeless shelter.

Classroom Resource

Volunteerism: A Growing Movement: Introducing volunteering
and community mobilizing around local issues.

Grade	Subject Connection	Learning Goals	Skills Developed
1 to 8 9 to 12	• English Language Arts • Social Studies	• Learn about the history and importance of volunteerism in America. • Research and discover an organization to volunteer with or plan your own volunteer experience. • Understand and demonstrate ways to spread awareness.	• Action planning • Research and writing • Argument formation • Organization • Reflection • Information literacy • Critical thinking • Leadership skills

Tech for Good Badge

Use technology to build a system that allows everyone to see all the places that accept volunteers and allow people to share their volunteering plans. Be sure to share your experience using **#WEvolunteerNow**.

Go further: Think of a simple system so that users can plan the volunteer time and place, and invite others to join in and make a difference in the community.

Checklist

- ■ Investigate and learn with the Issue Cards
- ■ Visit **WE.org/wevolunteernow** for more resources
- ■ Create an Action Plan
- ■ Put up campaign posters
- ■ Watch and share the campaign video
- ■ Print out and distribute the Creative Resource
- ■ Share on social media with **#WEvolunteerNow**
- ■ Complete your Campaign Impact Survey
- ■ Plan your WE DayX

WE SCHOOLS
TECH FOR GOOD

WE Volunteer Now

45% of people

who don't volunteer haven't gotten involved because no one has asked them to—so ask!

Find More Online

Check out **WE.org/wevolunteernow** for more stats, information and downloadable posters and infographics to help you make a difference.

Let's get doing.

Step 1: Investigate and Learn

Get started by thinking about what local issues you're passionate about and which organizations in your community you would like to volunteer for. If you need some help thinking about what local issues ignite your passion for change, use the Exploring Issues activity to learn more about local issues affecting communities across the country.

What local issues are you passionate about?

What local organizations would you like to volunteer for?

Now zone in on your own community!

Learn about the issues in your own backyard by taking a walk around your neighborhood and mapping out the issues. Download the Community Mapping activity at **WE.org/weschoolskit**.

What social issues are apparent in your local community? What issues were you most surprised by?

Set Your Goal

You can plan multiple small volunteer actions throughout your school and community or put all your effort into planning one big event! You decide your goal.

What will your volunteer action be? _____

When will you hold your volunteer week or event? _____

How will you be measuring how much you volunteer? _____

What is your volunteering goal (i.e., hours, actions, events)? _____

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

_____

_____

Step 2: Action Plan

Create a timeline to help plan your actions! Plot the steps your group will take to gear up for your volunteer actions around the school or community, including how you will rally people together to participate.

1. _____   6. _____
2. _____   7. _____
3. _____   8. _____
4. _____   9. _____
5. _____   10. _____

What supplies will you need?

Brainstorm any issues that might come up during your actions so you can be better prepared to handle them (e.g., bad weather, fewer volunteers than expected, etc.).

Volunteer Profiles

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

WE Volunteer Now

NAME:

_____

_____

MY VOLUNTEER TALENT:

_____

_____

_____

I VOLUNTEER BECAUSE:

_____

_____

_____

_____

WE Volunteer Now

NAME:

_____

_____

MY VOLUNTEER TALENT:

_____

_____

_____

I VOLUNTEER BECAUSE:

_____

_____

_____

_____

WE Volunteer Now

NAME:

_____

_____

MY VOLUNTEER TALENT:

_____

_____

_____

I VOLUNTEER BECAUSE:

_____

_____

_____

_____

Step 3: Take Action

Encourage students and community members to rally together for your volunteer actions.
By engaging in meaningful volunteer actions, you will be making positive change, while boosting the moods of yourself and others!

Share your pictures, progress and volunteer actions on social media with #WEvolunteerNow.

Reflect

What did it feel like to help others? Do you feel like you had an impact?

Why is it important to ask others to join you?

Step 4: Report and Celebrate

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 educator contacted your WE Schools Program Manager about filling out an Impact Survey? ■ Yes ■ No

Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

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

Notes