

Speak Up with Silence



**10-Step
Student Guide**

WE are 
silent

Why WE Are Silent

Our voices are a powerful tool for change—and so is our silence. By taking a vow of silence in solidarity with other students around the world, to amplify those children’s voices who go unheard, we can prove just how big of an impact we can make. Your pledge will spark conversations on children’s rights, raise money for children’s education globally and create a lasting impact in our WE Villages partner communities. This is a movement for youth, by youth. We’re so excited you’re joining the movement!

About WE

WE makes doing good, doable.

WE is a global community of dreamers, doers and difference-makers that believes when we come together, we can create an even better world. And with our resources, we make it easy for you to get involved—whether at home or school—to help you create positive social change in your community and around the world.



Our “why”

When Craig Kielburger was 12 years old, he was moved by the story of Iqbal Masih, a child laborer who was the same age and had escaped slavery but was murdered after raising his voice.

Inspired to take action, Craig and his brother, Marc, set out on a mission to free children and their families from poverty and exploitation, focusing on children’s rights. Together, with the help of classmates and others, they found their “why”—to make doing good doable for everyone, no matter their age.

What’s your “why”?

Craig found his “why” through learning more about the injustices in the world. Now, what’s your “why”? By keeping your “why” in mind, you’ll be better prepared to transform your passion into actions to help change the world. Ask yourself:

- What are you passionate about and why does this matter to you?
- Why do you think fundraising is a critical part of making a difference?
- If you asked your friends why they value you as a friend, what would they say?
- When you read the news, what issues are you most interested in?
- Finish this sentence: “When I have spare time, I love to...”

WE Are Silent Impacts



In 2017/2018,
young people across
Canada and the U.S.
collectively went silent for

7,356 hours.



Students who
participate in
WE Are Silent gain
**reflection, leadership,
action planning,
organization and critical
thinking skills.**

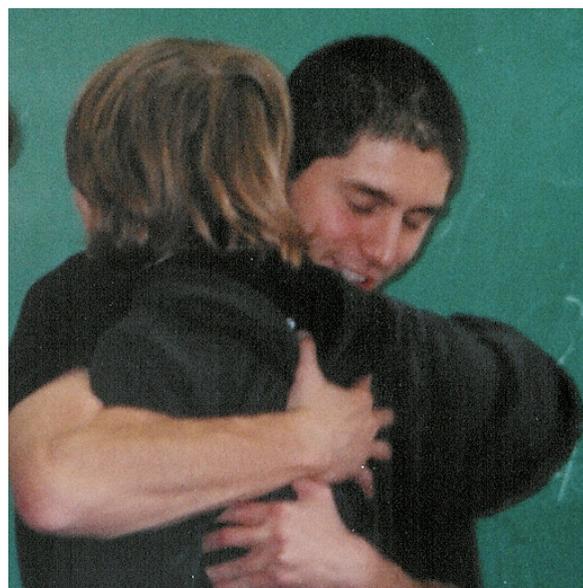


More than
1,500 schoolrooms
have been built through
WE Villages, giving
200,000
children access to education.

How WE Are Silent began

The story of Joe Opatowski

If there was anything that Joe Opatowski loved doing, it was talking. Even though he had a difficult homelife growing up, he never stopped trying to make things better for the people around him. When Joe joined WE as a staff member in 2001, he continued to share his hope for a better future through speaking tours across North America. At one point, Joe put aside his love of talking to take a one-week vow of silence, raising money for youth to access education and leadership training. For him, the purpose of the vow of silence was to challenge himself to redefine limits, while catching the imagination and the attention of those around him and inspiring others to focus on the important issues that affect us.



In 2004, Joe passed away in a car accident while returning from a week of giving speeches in New York. We're continuing his legacy and belief in the power of youth with this initiative and proving that one person, no matter their age or circumstances, can make a world of difference.

Before your event

Here are some key dates to consider for your fundraising event.

October 11

On any given day, more than 130 million girls around the world are not in school. On October 11, International Day of the Girl Child, start your campaign to give a voice to those girls and children everywhere.

October 16

Help reach your WE Are Silent fundraising goal with a bake sale on World Food Day, October 16. Let every customer know how their contribution is making a difference.

October 17

The cycle of poverty silences people globally. Let them be heard on International Day for the Eradication of Poverty, October 17. Share facts and stories about your cause and inspire people to donate.

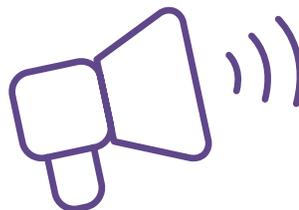
November 20

This day marks the United Nations Universal Children's Day, which offers a platform to advocate for and celebrate children's rights—that's why WE is choosing this day to go silent. On November 20, speak up with silence and give a voice to those whose rights are not upheld.

Fundraising schedule

With the key dates above, create a timeline of events to plan, fundraise and execute your WE Are Silent event.

Kick off your fundraiser	Date:
Fundraise	Date:
Raise awareness	Date:
Event day: Go silent	Date:



10 Steps to WE Are Silent

Use this guide to help you plan your WE Are Silent fundraiser.

Step 1: Decide your action

What issue will you take action on? _____

What type of action/fundraiser will you do? _____

Consider some of the example actions below to help give you ideas:

March of Silence. Gather the school to march and protest in silence with posters in the community or around your local school area.

Relay in Silence. Schedule different classes to go silent at different points in the day.

Rally in Silence. Gather the school in one area, like the auditorium, and block off a portion of the time for silence.

Vow of Silence. Pledge to go silent for 20 minutes, an hour or a whole school day.

Step 2: Set your goal

What is your fundraising goal as a group? _____

How many lives do you want to impact? _____

Consider aiming for one of these fundraising milestones:

<p>\$50 Education for a child</p> <p>Give a child access to primary education and set them on the path to success.</p>	<p>\$1,000 Outfit a classroom</p> <p>Provide furniture and school supplies for an entire classroom, empowering students with a conducive learning environment.</p>	<p>\$10,000 Build a classroom</p> <p>Build a classroom to equip a generation with the skills, knowledge and confidence to create a brighter future for themselves and their community.</p>
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Step 3: Fundraise

There are lots of ways you can fundraise during the lead up to your main event. Here are some ideas to help contribute to your goal!

Movie night

Host a movie night and raise money for your cause. Play a documentary to inform your viewers about issues around access to education and collect money at the door.



Trivia night

Host a trivia night and charge participants an entry fee. Make it informative and include facts about access to education.



Silent auction

Host a silent auction and raise funds and awareness for your cause. Ask local businesses to donate prizes.



March of silence

Host a silent march and collect pledges for every hour you go silent on your walk. Hold up posters with awareness-raising facts so people know why you are going silent.



Silent disco

Host a silent dance party. Give each participant a headset to listen to their own music or a specific playlist and collect a fee at the door.



Other ways to fundraise:

- ▶ Bake sale, coin drive, dance-a-thon, dodgeball tournament, talent show

Fundraising Tips

Tip #1: Share!

Make sure to share the details of your event with friends, family, your community, local politicians, social media followers—anyone and everyone! Get the word out to create the greatest impact.

Tip #2: Ask!

People love to help—you just need to ask! Sometimes they need to be reminded a few times before they donate. And if someone says no, don't let it bring you down.

Tip #3: Document it!

Record the highlights of your fundraiser and share them with your friends, family, school and social media followers! It'll help others understand your cause and encourage them to join in.

Tip #4: Stay organized!

Make sure you're sticking to your plan and keeping track of your responsibilities to ensure you have a successful fundraiser from start to finish.

Tip #5: Give thanks!

Thanking your friends, family, donors, sponsors, participants and volunteers is so important! It's thanks to their support that you are able to help make an impact.

Use this checklist to help you remember everything you'll need to do or prepare for fundraisers along the way and planning your main event. Some items may not apply to your fundraiser, but make sure to add in anything else you'll need for a successful event!

- Brainstorm ideas
- Decide on a fundraising goal
- Select a date
- Choose a venue or event location
- Estimate costs and create a budget
- Recruit volunteers
- Create promotional material (e.g., posters, videos, announcements, social media posts, invitations, etc.)
- Track donations
- Confirm any resources, tools or supplies you may need (e.g., speakers, microphone, chairs, food, cash box, sports equipment, art supplies, etc.)
- Share your thanks with volunteers, participants and donors!

Step 4: Set a budget

Create a budget to track all the money you will raise and spend on supplies, event space and other expenses. The purpose is to help you set and reach your goal while factoring in all the important details you need to have a successful fundraiser. Use this template to help you!

Step 1: Identify your fundraising goal.

Step 2: Write down all the things you'll need for your fundraiser and how much you'll need to spend on these items or services. To keep costs low, see if you can have them donated.

Step 3: On the day of your event, keep track of all the money you collect.

Step 4: After your event, subtract all your expenses from the money you raised and the money left over will be put toward your fundraising goal.

Congrats! You just held a successful fundraiser!

Fundraiser budget	
Expenses (i.e., supplies, guest speaker, decorations, tables, posters, music)	
	\$
	\$
	\$
Total	\$
Donations (i.e., money raised from all sources)	
	\$
	\$
	\$
Total	\$
Fundraising total	
Total donations	\$
Total expenses	—
Total money donated to WE Are Silent:	\$

Key terms

Expenses

The cost incurred in or required for something.

Donations

Something that is given to a charity, especially a sum of money.

Accounting

The process or work of keeping financial accounts.

Source: www.oxforddictionaries.com

Step 5: Assign tasks

How will you raise awareness? Use this chart to assign tasks to group members and help keep everyone on track!

Task	Group member(s) responsible	Due date
• E.g., Posters around school		

What materials will you need? Make a list!

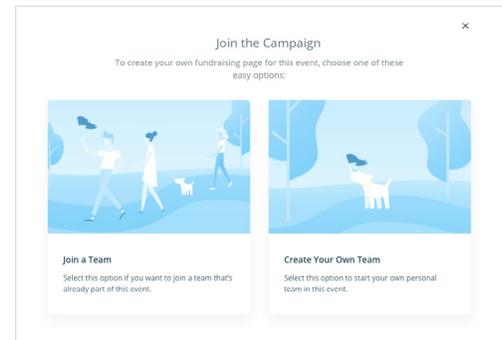


Step 6: Set up CrowdRise

This year, we're going digital for donations! CrowdRise is one of the world's largest online platforms dedicated to charitable giving. By creating your own CrowdRise page, your group will have an easy, accessible way to raise money for WE Are Silent. Go to crowdrise.com/wearesilent to create your own fundraising page.

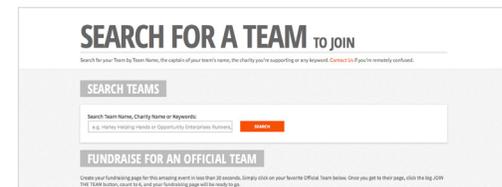
Create fundraising team page

To start setting up your school or group's fundraising page, select "Join campaign." You'll then be able to join an existing team, or start your own team by assigning a name, setting a fundraising goal and filling out the contact information.



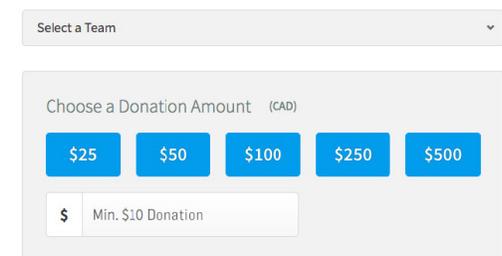
Individual fundraising page

Once your school or group page is all set up, students will be able to create their own individual fundraising page under your team name. Donations will be tracked by individual participants, as well as a school or group as a whole. All individual donations will ladder up to the group's goal on the team page.



Donating made easy

Share your fundraising page with friends, family and community members. Donors will be able to see who is participating in the event, what your goal is and why raising money for education is important! It will track your donation goals and make it easy for people to donate to your cause!



Not able to use CrowdRise?

Pledge forms are available for download at WE.org/wearesilent, and one will also be included in the WE Are Silent Fundraising Toolkit that you can photocopy for each of your students.

Step 7: Ask for donations

Sometimes it's tough to ask for donations, whether it's from people you know like friends and family or those you're unfamiliar with like local business owners. If you need help, here are some things you can say or write to them!

To friends, family and neighbors

Hi (insert name),

On November 20, I'm pledging to go silent with WE Are Silent in solidarity with the children whose voices go unheard around the world. With WE Are Silent, we're raising money for educational programming for children in developing communities through WE Villages because we believe that education is how we give a voice to those who are silenced. Education empowers young people with knowledge to better themselves and their communities and to understand and speak up for their rights.

Today, I'd like to ask you to kindly donate to our cause. Any donation is greatly appreciated! We'll also be hosting a bunch of fun fundraiser events that you can participate in to learn more and donate.

Thank you for your help in creating a better world for everyone.

Sincerely,
(Insert your name)

To local businesses

Hello (insert name),

My name is (insert your name) and on November 20, I'm pledging to go silent with WE Are Silent in solidarity with the children whose voices go unheard around the world. With WE Are Silent, we're raising money for educational programming for children in developing communities through WE Villages because we believe that education is how we can give a voice to those who are silenced.

Our fundraising goal is (insert fundraising goal) and I would greatly appreciate your help in reaching it. As part of our fundraising, we will be hosting (insert fundraising event) and we are looking for (insert needs from company). In return for your support, we will gladly give you and your business recognition for your donation at the event. And as one of our donors, I will personally let you know how we do.

Please let me know if you are able to help us out and impact many children around the world with access to education through your generous contribution. Thank you for your time and help in creating a better world for everyone.

Regards,
(Insert your name)

During your main event

Step 8: Take action

Create a schedule to help you stay organized during your WE Are Silent event.

Example event schedule

This is a suggested schedule for a march of silence and 20 minutes of silence. Adjust accordingly.

9:00 a.m.	<ul style="list-style-type: none"> • Gather your classmates, volunteers and everyone else who's involved with your event together in the gymnasium. • Assign roles and gather the materials needed.
9:15 a.m.	<ul style="list-style-type: none"> • Start setting up a registration booth and/or decorating the space with posters. • Assign a team to supervise the booth.
9:30 a.m.	<ul style="list-style-type: none"> • Listen to the speeches by guest speakers to inform why you're going silent and why it matters.
10:00 a.m.	<ul style="list-style-type: none"> • Start your silent march! • Hand out flyers, pins and stickers to inform others on your walk about your cause.
11:00 a.m.	<ul style="list-style-type: none"> • At the end of your walk, regroup in the gym or classroom and spend 20 minutes in silence. • Clean up.
11:20 a.m.	<ul style="list-style-type: none"> • Discuss and reflect on what you learned during this campaign and event. • Create and send thank you cards to volunteers, speakers and donors.

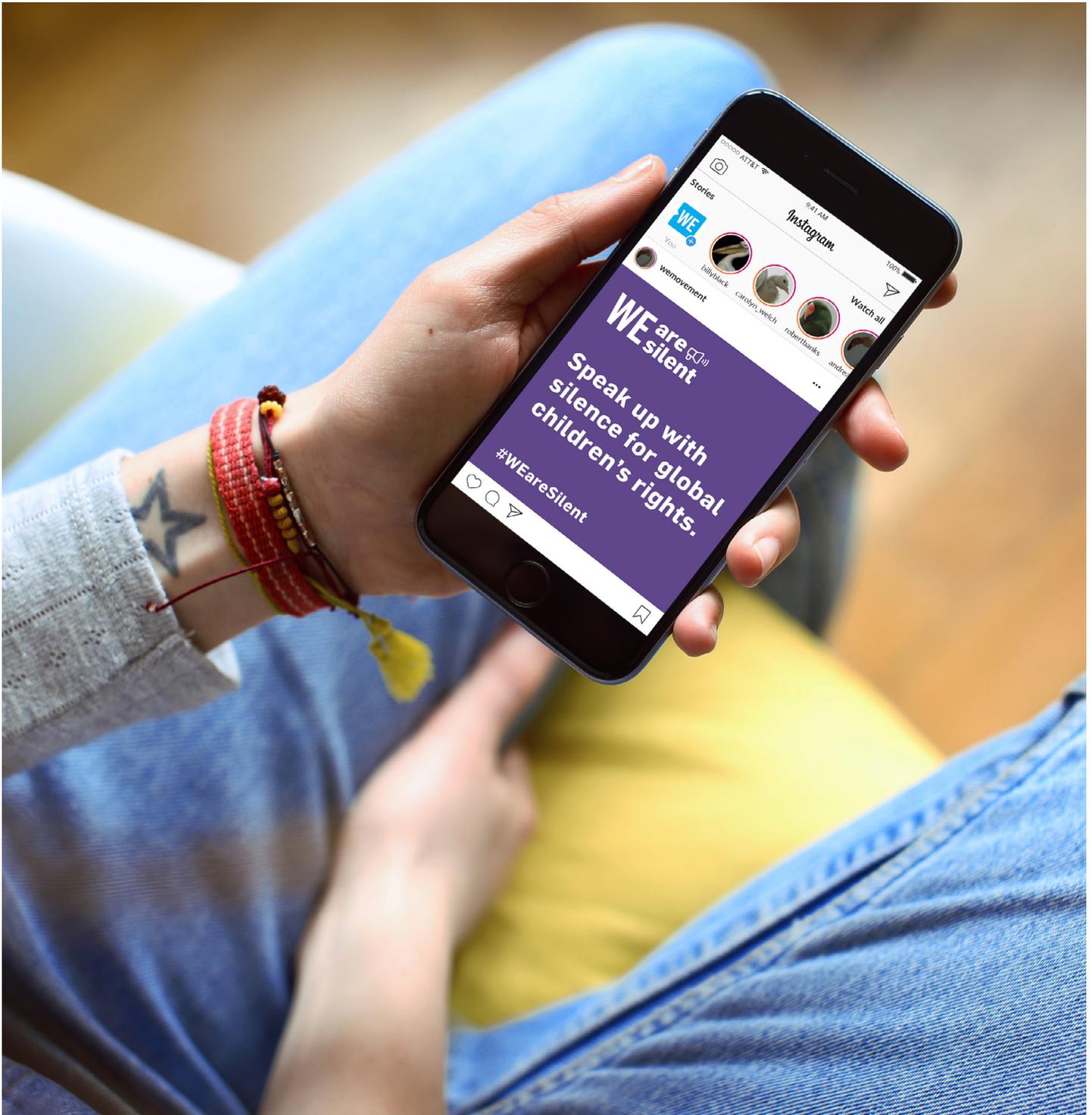
Your event schedule

With the key dates above, create a timeline of events to plan, fundraise and execute your WE Are Silent event.

Time	Activity



Spread the word about your event on social media! Use our WE Are Silent Social Media Toolkit, found at [WE.org/wearesilent](https://www.were.org/wearesilent), to access ready-made posts to share on any of your social channels. And don't forget to use [#WEareSilent](https://www.were.org/wearesilent) and tag [@WEmovement](https://www.were.org/wearesilent).



After your event

Step 9: Reflect

At the end of your fundraising initiative take some time to reflect on the impact you have made.

Did you run into any problems? _____

Did tracking your expenses and donations support your fundraiser? _____

How many people participated in your event? _____

How much money did you raise toward your goal? _____

How will your actions create impact in developing communities worldwide? _____

How did taking action on one issue make you aware of other issues? _____

How will you continue to make an impact after your fundraiser has ended? _____

Use this space to further reflect on your WE Are Silent fundraiser.



Step 10: Celebrate

It's also important to celebrate and share the success of your fundraising initiative.

- Share photos from your event day 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.
- Thank your supporters!

Show your gratitude

Thanking your friends, family, donors, sponsors, participants and volunteers is just as important as asking for donations. It's because of their support that you are able to help make an impact on your cause—so don't forget to send them a kind thank you!

CrowdRise

After your event make sure to submit all donations to your CrowdRise page. Visit crowdrise.com/wearesilent for more information.

Other ways to donate

If you aren't able to set up a personal fundraising page on CrowdRise, you can still donate the funds you raised for WE Villages by:

Online

Head to WE.org/donate.

Phone

Call your WE Schools Program Manager if you have any questions.

Mail

Use the donation form included in your WE Are Silent Event Toolkit.

Canada

WE Charity
339 Queen St. E
Toronto, ON M5A 1S9

United States

WE Charity
300 W. Adams St.
Suite 1000
Chicago, IL 60606





@WEmovement

#WEday

#WEschools

