



**2016/2017  
STUDENT YEARBOOK**

# WELCOME TO THE Yearbook

**THIS ISN'T ONE OF THOSE BOOKS THAT LIVES ON YOUR SHELF.** Don't worry about getting it damaged. Bend the pages. Write in the margins. Get it dirty. Make it part of your story. 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.

Inside you'll find action plans for each WE Schools campaign where you can scribble down info about the issues you'll be taking action on and plans for celebrating afterward.

We want this book to be your record of all the ways you took action to change the world. When you look back at your year, you can use it to remind yourselves of the hard work you pulled off as a team and reflect on those proud moments that brought your group together.

*So what are you waiting for?*  
**CHANGING THE WORLD  
STARTS NOW!**

# Who are you?

(GROUP NAME)

## *As a global citizen of tomorrow...*

Recognize who is taking this journey with you. In the picture frame above, tape or glue a photo of the members of your group. And what would your group be without a wicked-awesome name? Give your crew a cool name to carry throughout the year.

# How to Use the Student Yearbook With the Student Guide



## THE STUDENT YEARBOOK AND STUDENT GUIDE GO TOGETHER LIKE MILK AND COOKIES.

To get started on your year of action, open up the Student Guide, read through the campaigns and decide which ones you want to take action on this year. (You'll want to choose at least one local and one global campaign.) You'll also want to read through the issue cards and complete the Exploring Issues activity (Educator's Guide, p. 30).

Each campaign in the Student Guide has corresponding worksheets in the Student Yearbook for you to record your progress. Here you'll find activities for setting goals, investigating local and global issues, planning your actions, taking action, and reporting and celebrating your impacts, like how much money you raised or how many cans you collected. Basically, the Student Yearbook is a time machine to look back on what you've done over the year. Flip through the pages before summer break and feel proud of what you accomplished together.



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## CONNECT WITH YOUR WE SCHOOLS COORDINATOR

COORDINATOR: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

SKYPE USERNAME: \_\_\_\_\_

Your WE Code: \_\_\_\_\_

# Community Code

**BEFORE GETTING STARTED, YOU'VE GOTTA FILL OUT SOME PAPERWORK.  
BUT WE PROMISE YOU IT'LL BE FUN!**

As a WE Schools group, it's important to create a community code to help everyone feel comfortable sharing their opinions. Use the questions below to guide a discussion about what you need to feel safe in your group.

## GROUP GOALS

Who will act as our recorder? Will we have multiple recorders or just one person? (The recorder is responsible for writing down our answers and updating our progress in the Student Yearbook.)

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What can we do to make sure everyone has a chance to speak at our meetings?

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What can we do to make everyone feel included at our meetings and events?

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How should the group make decisions? (E.g., should we vote on decisions? Does the vote have to be unanimous or just a majority?)

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What is at least one way that we can encourage other members of the group when we face an obstacle?

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What would make us feel safe and included in this group?

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What do we think makes a good leader?

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What leadership qualities do we want to develop this year?

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Who are some of my personal heroes that I can look to for inspiration?

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**ONCE YOUR GROUP HAS COMPLETED THE ACTIVITY, MAKE SURE EVERYONE  
SIGNS THEIR NAME IN THE BOX TO THE RIGHT AS A CONTRACT UPHOLDING YOUR  
PROMISE TO MAKE EVERYONE FEEL RESPECTED AND INCLUDED IN YOUR GROUP.**



Becoming a **GLOBAL CITIZEN** STARTS WITH YOUR *signature!*

|           |      |
|-----------|------|
| NAME      | DATE |
| ADDRESS   |      |
| CITY      |      |
| STATE     |      |
| ZIP       |      |
| TELEPHONE |      |
| SIGNATURE |      |



# Get to Know the Issues

A huge part of setting up an awesome year of taking action is getting to know the issues you want to make a difference on. The more you know about each issue, the more specific and effective you can make your action plan and your goals.

That's why we've set you up with hands-on activities for building an understanding of the issues facing our world today and singling out one local and one global issue to target with your actions.

## EXPLORING ISSUES

### GET A CRASH COURSE ON WORLD ISSUES

This activity is designed to help your group members become classroom experts on one local and global issue through group discussion and note-taking, plus set you up with a good working knowledge of a variety of related issues. Ask your teacher to run the Exploring Issues activity (**Educator's Guide, p. 30**).

## COMMUNITY MAPPING

### CHOOSE A LOCAL ACTION

This activity (**p. 10 and Educator's Guide, p. 32**) helps you get thinking about the issues that affect your community. It's a great way to get a feel for the issues for your local action, and is especially helpful before starting your first local campaign.

## ISSUE COMPASS

### CHOOSE A GLOBAL ACTION

This activity (**p. 12 and Educator's Guide, p. 34**) will get you thinking about the challenges faced by developing communities around the world and what role you can play in resolving them. It will also help your group identify which global issues you'd like to focus on this year.

## CAMPAIGN LESSON PLANS

### GO DEEPER

Every campaign comes with a lesson activity package that helps you dive deeper into the issues or skills connected to each campaign. Ask your teacher to download these lessons from [WE.org/weschools/educator-resources](http://WE.org/weschools/educator-resources).





# Setting S.M.A.R.T. Goals

## IF YOU'RE GOING TO PULL OFF SOMETHING BIG, YOU'RE GOING TO NEED A GOOD PLAN.

Without a plan, you won't have a reliable way to reach your goal, and without a defined goal, you won't know if you've achieved what you set out to do.

So whether you're trying to hit a particular fundraising total, organize a huge event with a certain number of attendees, or reach a target audience with awareness-raising speeches, you want to start with your goal and your plan. And if you really want to knock it out of the park, you'll want a **S.M.A.R.T.** goal.

## WHAT'S A S.M.A.R.T. GOAL?

A S.M.A.R.T. goal is **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound.

As you set out on new actions or campaigns, take the time to brainstorm together and make sure your goal hits all of these marks.

**SPECIFIC:** Plan a precise course of action. If you want to support education overseas, specify how and where.

What is specific about our goal and plan?

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**MEASURABLE:** Set a goal you can measure so you know when you've reached it.

How will we measure our progress?

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**ATTAINABLE:** Make sure that your goal is something realistic and reasonable.

How do we know our goal is attainable?

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**RELEVANT:** Make sure your goal will truly help address your chosen issue.

How will our goal address our chosen issue?

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**TIME-BOUND:** Set an exact timeline for when you want to achieve your goal.

How much time do we have to reach certain milestones for our goal?

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# Community Mapping

*Note: We recommend doing the local issues portion of the Exploring Issues activity on **page 30** of the Educator's Guide before you do this activity.*

## OKAY, TIME TO LACE UP YOUR BOOTS AND GO **EXPLORING.**

We've all walked around our own neighborhoods before, but we usually forget to take a close look and think about what our surroundings are telling us about the issues facing members of our community.

Your teacher has an activity lesson plan on **page 32** of the Educator's Guide for leading a community mapping walk through your neighborhood.



*Follow along  
using the  
sheet on the  
opposite  
page.*



# WHAT DO YOU KNOW ALREADY?

[illegible]

# Issue Compass

*Note: We recommend doing the global issues portion of the Exploring Issues activity on **page 30** of the Educator's Guide before you do this activity.*

## OKAY, SO YOU'RE ABOUT TO GO GLOBAL WITH YOUR ACTIONS, BUT WHERE TO **START?**

On **page 34** of the Educator's Guide, your teacher has instructions for running the following activity, which walks you through choosing an issue or multiple issues to take action on as a group.



## Brainstorming Global Issues

Write down a list of all the global issues you can think of. If you were a world leader or a journalist, what kinds of problems would you take on? What issues are regularly highlighted on the news? What issues should people be aware of but likely aren't? What issues really bother you—even if you don't know a lot about them?

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# WHAT DO YOU KNOW ALREADY?

|                                                                   | GLOBAL ISSUE #1 | GLOBAL ISSUE #2 | GLOBAL ISSUE #3 | GLOBAL ISSUE #4 |
|-------------------------------------------------------------------|-----------------|-----------------|-----------------|-----------------|
| What do you know about the issue?                                 |                 |                 |                 |                 |
|                                                                   |                 |                 |                 |                 |
|                                                                   |                 |                 |                 |                 |
| Why is it important?                                              |                 |                 |                 |                 |
|                                                                   |                 |                 |                 |                 |
|                                                                   |                 |                 |                 |                 |
| Who does the issue most affect?                                   |                 |                 |                 |                 |
|                                                                   |                 |                 |                 |                 |
|                                                                   |                 |                 |                 |                 |
| What are the short-term effects on people? The long-term effects? |                 |                 |                 |                 |
|                                                                   |                 |                 |                 |                 |
|                                                                   |                 |                 |                 |                 |
| How can we make a difference?                                     |                 |                 |                 |                 |
|                                                                   |                 |                 |                 |                 |
|                                                                   |                 |                 |                 |                 |
| What challenges might we encounter when trying to help?           |                 |                 |                 |                 |
|                                                                   |                 |                 |                 |                 |
|                                                                   |                 |                 |                 |                 |

# Calendar

## IMPORTANT DATES

### SEPTEMBER

- ▶ **WE TAKE CHARGE**
- ▶ Get your group familiarized with the Student Guide.
- ▶ Watch the WE Day broadcast special stored on your USB.
- ▶ WE Day Minnesota: September 20, 2016
- ▶ Youth Summit: Take part in a day of learning. Invite your students to a day of learning, leadership building and action planning. For a list of youth summits near you visit: [WE.org/youthsummit](http://WE.org/youthsummit).
- ▶ Get on the WE Day app. The power to change the world is at your fingertips! Download the WE Day app and start taking action today!

### OCTOBER

- ▶ **WE CREATE CHANGE**
- ▶ WE Day Toronto: October 19, 2016
- ▶ WE Day Alberta: October 26, 2016

### NOVEMBER

- ▶ **WE SCARE HUNGER**
- ▶ WE Day Vancouver: November 3, 2016
- ▶ WE Day Ottawa: November 9, 2016
- ▶ WE Day Manitoba: November 18, 2016
- ▶ WE Day Atlantic Canada: November 30, 2016
- ▶ Take Action Camp: Ask your teacher for more details. Sign-up starts this month: [metowe.com/camp](http://metowe.com/camp).

### DECEMBER

- ▶ **WE WON'T REST**
- ▶ **WE ARE RAFIKIS**
- ▶ Think globally! This holiday season, give socially conscious gifts to friends and family. Think globally by supporting the Year of WE and help families overseas take charge of their future: [WE.org/holiday](http://WE.org/holiday).

### JANUARY

- ▶ **WE ARE ONE**
- ▶ New Year? New actions! Haven't downloaded the WE Day app yet? Now's your chance!

### FEBRUARY

- ▶ **WE ARE LOVE**
- ▶ WE Day Montréal (French): February 23, 2016
- ▶ WE Day Montreal (English): February 24, 2016

### MARCH

- ▶ **WE ARE SILENT**
- ▶ WE Day Illinois: March 1, 2016
- ▶ WE Day Saskatchewan: March 15, 2016
- ▶ WE Day UK: March 22, 2016

### APRIL

- ▶ **WE VOLUNTEER NOW**
- ▶ WE Day New York | Welcome: April 6, 2016
- ▶ WE Day Seattle: April 21, 2016
- ▶ WE Day California: April 27, 2016
- ▶ Registration for 2017/2018 programs and events opens.

### MAY

- ▶ **WE STEP UP**

### JUNE

- ▶ Celebrate! Wrap up the year with a giant celebration of the incredible impacts your students have made. Host an assembly or WE DayX that your school will never forget. Ask your teacher about planning a WE DayX at your school.

### JULY AND AUGUST

- ▶ Summer fun time! The long-awaited summer is finally here. Time for Take Action Camp in Ontario or Arizona: [metowe.com/camp](http://metowe.com/camp).

Watch the webcast of each WE Day at [WE.org/watch](http://WE.org/watch).

## YOUR YEAR OF ACTION

Consider kicking off each month with a different campaign to get students excited about taking action locally and globally. Before getting started on each campaign, have your students brainstorm the issues they want to support, the actions they plan to take and the impacts they hope to make. Fill out the monthly planner below to help you stay on track.

### September

#### SPOTLIGHT CAMPAIGN:

**WE Take Charge**

CAMPAIGN: \_\_\_\_\_

ISSUES:

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ACTIONS:

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### October

#### SPOTLIGHT CAMPAIGN:

**WE Create Change**

ALTERNATE CAMPAIGN:

- ▶ WE Won't Rest for World Homeless Day on October 10.

CAMPAIGN: \_\_\_\_\_

ISSUES:

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ACTIONS:

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### November

#### SPOTLIGHT CAMPAIGN:

**WE Scare Hunger**

ALTERNATE CAMPAIGN:

- ▶ WE Are Love in time for World Kindness Day on November 13.

CAMPAIGN: \_\_\_\_\_

ISSUES:

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ACTIONS:

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# December

## SPOTLIGHT CAMPAIGNS:

WE Won't Rest  
WE Are Rafikis

### ALTERNATE CAMPAIGN:

- ▶ WE Volunteer Now for International Volunteer Day on December 5.

CAMPAIGN: \_\_\_\_\_

### ISSUES:

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### ACTIONS:

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# January

## SPOTLIGHT CAMPAIGN:

WE Are One

CAMPAIGN: \_\_\_\_\_

### ISSUES:

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### ACTIONS:

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# February

## SPOTLIGHT CAMPAIGN:

WE Are Love

### ALTERNATE CAMPAIGN:

- ▶ WE Are Silent for World Day of Social Justice on February 20.

CAMPAIGN: \_\_\_\_\_

### ISSUES:

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### ACTIONS:

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# March

## SPOTLIGHT CAMPAIGN:

WE Are Silent

### ALTERNATE CAMPAIGNS:

- ▶ WE Step Up for World Water Day on March 22.
- ▶ WE Are One for Day of the Convention of the Rights of Persons with Disabilities on March 30.

CAMPAIGN: \_\_\_\_\_

### ISSUES:

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### ACTIONS:

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# April

## SPOTLIGHT CAMPAIGN:

### WE Volunteer Now

#### ALTERNATE CAMPAIGN:

- ▶ WE Take Charge in time for International Earth Day on April 22.

CAMPAIGN: \_\_\_\_\_

#### ISSUES:

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#### ACTIONS:

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# May

## SPOTLIGHT CAMPAIGN:

### WE Step Up

#### ALTERNATE CAMPAIGNS:

- ▶ WE Are Rafikis in time for Mother's Day on May 14.
- ▶ WE Scare Hunger in time for World Hunger Day on May 28.

CAMPAIGN: \_\_\_\_\_

#### ISSUES:

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#### ACTIONS:

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# June

## SPOTLIGHT:

- ▶ Wrap up the year with a WE DayX celebration.

CAMPAIGN: \_\_\_\_\_

#### ISSUES:

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#### ACTIONS:

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# CAMPAIGNS



# How to Use the Campaigns

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.

## HERE'S THE BASIC FORMAT THAT EACH CAMPAIGN FOLLOWS:

- ▶ **BEFORE YOU GET STARTED:** Sign up, choose an issue to take action on, and set a specific, measurable goal.
- ▶ **INVESTIGATE AND LEARN:** Explore your issue and learn as much as you can about it.
- ▶ **ACTION PLAN:** Work out the logistics of an action that will make a meaningful difference on your issue.
- ▶ **TAKE ACTION:** Get out there and make it happen! Check back with your action plan to make sure you're staying on track.
- ▶ **REPORT AND CELEBRATE:** Look back at your goals to evaluate and celebrate the impacts your group made.

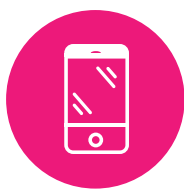
Sometimes it makes sense to switch around some steps in the order, and sometimes you'll want to revisit earlier steps as you learn more about your issue or refine your goal—that's totally okay. You can even leave certain steps blank and come back to them later.

Each step ends with a reflection section to make sure your group is checking in regularly to smooth out difficulties as you progress. These questions are designed to be discussed as a group, with answers written down by your group's recorder. This will also give you a chance to take note of the new skills and experiences you're picking up as you go and give a record of what you did, which will be helpful when reporting.

The following skills will be gained throughout the campaigns and can be helpful in schoolwork and future careers. Keep an eye out for these icons at the top of each campaign so you know which skills you'll be developing.



ARGUMENT FORMATION



INFORMATION LITERACY



LEADERSHIP SKILLS



ORGANIZATION



ACTION PLANNING



RESEARCH AND WRITING



CRITICAL THINKING



REFLECTION

# WE TAKE CHARGE

TAKE WEEKLY PLEDGES TO LIVE SUSTAINABLY BY REDUCING NEGATIVE IMPACTS ON THE ENVIRONMENT, BOOSTING POSITIVE ONES AND HELPING YOUR SCHOOL GO GREEN.

CAMPAIGN SKILLS:



## Checklist

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

Who do you need to ask for permission to do this campaign? \_\_\_\_\_ ☐ Permission received!

## Setting Your Goal

► How many students would you like to get involved in pledge challenges? \_\_\_\_\_

# Investigate and Learn

What does your group currently know about your school's impact on the environment? What facts and images come to mind when you think about living sustainably?

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Check off at least three ways to learn more about helping your school go green.

|                                                                        |                                                                                                                               |                                                                                                                                                                                 |
|------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Invite a local expert to speak at your school | <input type="checkbox"/> Research the issue at <a href="https://www.weschools.org/exploringissues">WE.org/exploringissues</a> | <input type="checkbox"/> Ask your teacher to run campaign lesson activities from <a href="https://www.weschools.org/educator-resources">WE.org/weschools/educator-resources</a> |
| <input type="checkbox"/> Choose your own: _____                        | <input type="checkbox"/> Choose your own: _____                                                                               | <input type="checkbox"/> Choose your own: _____                                                                                                                                 |

Ask your teacher to run the Community Mapping activity (p. 10 and Educator's Guide, p. 32), but with a twist. Perform the walk inside your school, looking for signs of issues that have negative or positive impacts (e.g., overuse of electricity, lack of recycling, waste of resources). Afterward, discuss the signs you spotted and have the recorder write down ideas as they are discussed.

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As a group, decide on four signs that you think represent the greatest opportunity for your school to go green.

Sign of issue #1: \_\_\_\_\_

Sign of issue #2: \_\_\_\_\_

Sign of issue #3: \_\_\_\_\_

Sign of issue #4: \_\_\_\_\_

**REFLECTION TIME:** Were you surprised by any of the things you noticed? How would you feel if you knew you could change these things? How can you use that feeling to motivate you or others during your campaign?

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# Action Plan



Brainstorm different pledges you could take to boost the positive impacts or reduce the negative ones associated with each sign you recorded and related issues. For example, if one sign your group noticed was disposal of water bottles in the garbage, you could suggest a recycling campaign or raise awareness about the importance of reusable water bottles.

Possible pledges for issue #1: \_\_\_\_\_

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Possible pledges for issue #2: \_\_\_\_\_

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Possible pledges for issue #3: \_\_\_\_\_

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Possible pledges for issue #4: \_\_\_\_\_

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Then as a group, vote on which pledge your group will be leading the school in taking. For each pledge, set a measurable goal for your school to achieve. For example, if you're starting a recycling program, you can try to divert a certain number of bottles or cans from entering the garbage.

Goal for pledge #1: \_\_\_\_\_

Goal for pledge #2: \_\_\_\_\_

Goal for pledge #3: \_\_\_\_\_

Goal for pledge #4: \_\_\_\_\_

Get more students involved. Make sure each group member can explain the details of the campaign before speaking to others about it. Review the pledges you chose and the goals you set and take turns asking each other questions and answering basic questions about your campaign.

☐ When is this campaign happening?

☐ What is your goal?

☐ Why are you doing this campaign?

☐ How can others get involved?

**REFLECTION TIME:** Which pledges are you most excited about? Are there any pledge challenges or parts of the action plan that you are nervous about? How can you prepare to make sure your group can move forward with confidence?

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# Take Action



Get the rest of the school in on the action. Check off ways you will reach out to challenge others to take on pledges.

|                                               |                                                                                                          |                                                          |
|-----------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> School newsletters   | <input type="checkbox"/> Put up campaign posters (see poster section of kit) or design posters to put up | <input type="checkbox"/> Social media                    |
| <input type="checkbox"/> School announcements | <input type="checkbox"/> Choose your own: _____<br>_____                                                 | <input type="checkbox"/> Choose your own: _____<br>_____ |

You can also invite your school to track their actions and the impacts of those actions. Make WE Take Charge pledge tracking sheets (p. 25) available to all participants.

Give one pledge challenge a week, and once a week, invite participants to a meeting to tally up impacts in a master pledge tracking sheet. Measure progress toward your goal and discuss challenges you've run into. Share advice with each other and troubleshoot common difficulties.

Issues we have run into: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Proposed solutions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Adjustments to our goals (optional): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**REFLECTION TIME:** What does sustainability mean to you personally? Why is your whole school's participation important for a campaign focused on sustainability?

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# Report and Celebrate ★ ★ ★ ★ ★

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

Share your success with WE Take Charge by posting photos to social media using [#wetakecharge](#).

- ▶ How many students did you get involved in your pledges? \_\_\_\_\_
- ▶ Impact for pledge #1: \_\_\_\_\_
- ▶ Impact for pledge #2: \_\_\_\_\_
- ▶ Impact for pledge #3: \_\_\_\_\_
- ▶ Impact for pledge #4: \_\_\_\_\_
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Report? ☐ Yes / ☐ No

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

- ☐ How did your group do with its goals? Did you run into any challenges?
- ☐ Is there anything you would do differently next time?
- ☐ What is sustainable living? What do you think living sustainably means for a school?
- ☐ What do you think are the barriers to people adopting more sustainable habits?
- ☐ Aside from your pledge-specific goals, what impacts did your group make (e.g., involving your school, spreading awareness, developing new sustainable living habits)?
- ☐ How can your group share your collective impact with the school (e.g., sustainability report, announcements, a mural)?

## Creative Resource: WE Take Charge Pledge Tracker

### HERE'S HOW IT WORKS:

1. Write down a pledge with a measurable goal, like cans recycled, zero-waste lunches packed or minutes cut from your shower routine.
2. Write down your daily progress as you go.
3. Pick optional pledge boosters to enhance your campaign's daily impact.

### PLEDGE BOOSTERS:

- ▶ Hop on social media and post a fact related to your pledge or its impact.
- ▶ Take a picture of an action you're taking today and post to social media with [#wetakecharge](#).
- ▶ Tell family and friends about your pledge.

# WE TAKE CHARGE PLEDGE TRACKER

| EXAMPLE                               | Monday                      | Tuesday                           | Wednesday          | Thursday                                           | Friday                            | Total Impact            |
|---------------------------------------|-----------------------------|-----------------------------------|--------------------|----------------------------------------------------|-----------------------------------|-------------------------|
| <i>pledge goal</i>                    |                             |                                   |                    |                                                    |                                   |                         |
| Pack a total of 50                    | 7 lunches packed.           | 12 lunches packed.                | 10 lunches packed. | 14 lunches packed.                                 | 18 lunches packed.                | ▶ 61 lunches packed     |
| no-waste lunches                      |                             |                                   |                    |                                                    |                                   | ▶ 1 school announcement |
| in your group.                        |                             |                                   |                    |                                                    |                                   | ▶ 19 social media posts |
|                                       |                             |                                   |                    |                                                    |                                   | ▶ 5 shares              |
|                                       |                             |                                   |                    |                                                    |                                   | ▶ 29 likes/faves        |
| <i>pledge booster</i>                 | Make a school announcement. | Post a photo of a no-waste lunch. | Class check-in.    | Personally tell one friend about no-waste lunches. | Tell family about no-waste meals. | ▶ 1 class meal          |
| Bonus actions to enhance your impact. |                             |                                   |                    |                                                    |                                   | ▶ 9 family dinners      |
|                                       |                             |                                   |                    |                                                    |                                   |                         |
|                                       |                             |                                   |                    |                                                    |                                   |                         |
| <i>weekly pledge</i>                  |                             |                                   |                    |                                                    |                                   |                         |
|                                       |                             |                                   |                    |                                                    |                                   |                         |
|                                       |                             |                                   |                    |                                                    |                                   |                         |
|                                       |                             |                                   |                    |                                                    |                                   |                         |
|                                       |                             |                                   |                    |                                                    |                                   |                         |
|                                       |                             |                                   |                    |                                                    |                                   |                         |
| <i>pledge booster</i>                 |                             |                                   |                    |                                                    |                                   |                         |
|                                       |                             |                                   |                    |                                                    |                                   |                         |
| Bonus actions to enhance your impact. |                             |                                   |                    |                                                    |                                   |                         |
|                                       |                             |                                   |                    |                                                    |                                   |                         |
|                                       |                             |                                   |                    |                                                    |                                   |                         |

# WE CREATE CHANGE

**COLLECT COINS TO CREATE CHANGE FOR  
DEVELOPING COMMUNITIES THROUGH FREE  
THE CHILDREN'S WE VILLAGES.**

CAMPAIGN SKILLS:



## Checklist

☐ Sign up for the campaign at [WE.org/wecreatechange](https://www.wearewe.org/wecreatechange).

Who do you need to ask for permission to do this campaign? \_\_\_\_\_ ☐ Permission received!



## Setting Your Goal

► Which WE Villages Pillar of Impact are you fundraising for?

☐ Education ☐ Water ☐ Health ☐ Food ☐ Opportunity

► What is your fundraising goal for this campaign? \_\_\_\_\_

► How many students would you like to get involved in collecting coins? \_\_\_\_\_

► How many people in your school and community would you like to reach by raising awareness through the campaign? \_\_\_\_\_

► When will your coin drive start and finish? Start: \_\_\_\_\_ Finish: \_\_\_\_\_

# Investigate and Learn

What does your group currently know about your chosen WE Villages Pillar of Impact and the global issues associated with it? What facts and images come to mind when you think about the issue?

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Check off at least three ways you will learn more about your Pillar of Impact and issue.

|                                                                                             |                                                                                                                               |                                                                                                                                                                              |
|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Ask your WE Schools Coordinator to present to your school or group | <input type="checkbox"/> Research the issue at <a href="https://www.weschools.org/exploringissues">WE.org/exploringissues</a> | <input type="checkbox"/> Ask your teacher to run a lesson activity from our database at <a href="https://www.weschools.org/educator-resources">WE.org/educator-resources</a> |
| <input type="checkbox"/> Choose your own: _____                                             | <input type="checkbox"/> Choose your own: _____                                                                               | <input type="checkbox"/> Choose your own: _____                                                                                                                              |

Write down at least three new things you have learned about the issue.

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**REFLECTION TIME:** What aspects of the issue are most important to communicate to others?  
What misconceptions about the issue would you like to correct?

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# Action Plan

Make sure each group member can explain the details of your coin drive before speaking to other students about it. Review the Setting Your Goal section you filled out on **page 26** and practice explaining the campaign to each other. Take turns asking each other questions and answering basic questions about your campaign.

- |                                                           |                                                            |
|-----------------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> When is this campaign happening? | <input type="checkbox"/> Why are you doing this campaign?  |
| <input type="checkbox"/> What is your goal?               | <input type="checkbox"/> How can others get involved?      |
| <input type="checkbox"/> What is WE Villages?             | <input type="checkbox"/> How are the donations being used? |



Next, discuss how the group can spread awareness about WE Create Change. Check off three or more ways you will raise awareness about your campaign.

|                                                                    |                                                                                                |                                                              |
|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> School announcements                      | <input type="checkbox"/> Put up campaign posters (see poster section of kit) or design posters | <input type="checkbox"/> Collection containers in classrooms |
| <input type="checkbox"/> Collection containers in local businesses | <input type="checkbox"/> Social media                                                          | <input type="checkbox"/> Choose your own: _____              |
| <input type="checkbox"/> Choose your own: _____                    | <input type="checkbox"/> Choose your own: _____                                                | <input type="checkbox"/> Choose your own: _____              |

Make a list of the tasks you think are necessary for promoting, planning and completing your campaign. This might include: making announcements, placing coin collection containers in different locations, gathering and counting coins every week to update the total, rolling coins and more. Then as a group, discuss who would like to be responsible for each task.

Return to this page and check off each task as it is finished.

| ✓ Task | Name of person responsible | ✓ Task | Name of person responsible |
|--------|----------------------------|--------|----------------------------|
|        |                            |        |                            |
|        |                            |        |                            |
|        |                            |        |                            |
|        |                            |        |                            |
|        |                            |        |                            |

**REFLECTION TIME:** As a group, discuss the challenges you have faced so far with your tasks. Are there common challenges multiple group members are facing? Brainstorm solutions and make sure every group member knows who they can turn to for support

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# Take Action



Brainstorm a list of extra ways to lead your school in collecting or donating change (e.g., host a movie night or let students wear a hat for the day if they donate a dollar). Then discuss favorites and vote on which you will do together. Check off the ones your group is committing to.

|                                |                                |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

Brainstorm the supplies needed for the actions checked above. Check off items as your group gets them.

|                                |                                |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

**REFLECTION TIME:** What were some innovative ideas group members had to collect coins? How did these new ideas add to more traditional methods of collecting coins?

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# Report and Celebrate ★ ★ ★ ★ ★

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

Share your success with WE Create Change by posting photos to social media using [#wecreatechange](#).

- ▶ What did you do to encourage coin donations during your campaign (e.g., placing collection jars, holding fundraising events, etc.)? \_\_\_\_\_
- ▶ How many students from your school were involved in the campaign? \_\_\_\_\_
- ▶ What was your final fundraising total? \_\_\_\_\_
- ▶ How many people did you reach by raising awareness for your issue through your campaign? \_\_\_\_\_
- ▶ Here's how to make your donation:
  - ☐ Send a check to WE Charity, c/o (your WE Schools Coordinator's name and school's WE Code),  
Re: WE Create Change, 233 Carlton St., Toronto, ON M5A 2L2, Canada.
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Report? ☐ Yes / ☐ No

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

- ☐ How did your group do with its goals? Did you run into any challenges?
- ☐ Is there anything you would do differently next time?
- ☐ What was the highlight of the campaign for you? What made it so special? How can you use moments like that for motivation as you continue taking action?
- ☐ How has your school's understanding of the issue your group took action on changed?
- ☐ How can you celebrate the impacts you've made together and the contribution that each group member made (e.g., a party, an assembly, shout-outs on the morning announcements, handmade cards)?

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# Creative Resource: Collection Container Stickers

Use these stickers to decorate collection containers and let people know what you're fundraising for. If you need more labels, visit [WE.org/wecreatechange](http://WE.org/wecreatechange) for a printable version you can cut out and glue.







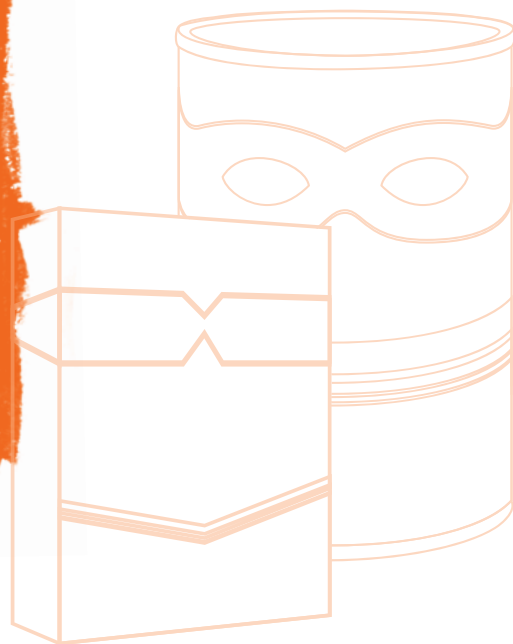




# WE SCARE HUNGER

**TRICK-OR-TREAT FOR CANNED GOODS ON HALLOWEEN OR PLAN A FOOD DRIVE TO SUPPORT YOUR LOCAL FOOD BANK.**

CAMPAIGN SKILLS:



## Checklist

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

Who do you need to ask for permission to do this campaign? \_\_\_\_\_ ☐ Permission received!

## Setting Your Goal

- ▶ What is your goal? Write down either the weight (in pounds) or the number of food items you want to collect. \_\_\_\_\_
- ▶ How many students would you like to get to donate food? \_\_\_\_\_
- ▶ On which date(s) are you collecting food? \_\_\_\_\_



# Investigate and Learn

What does your group currently know about the presence of hunger or food insecurity in your community? What facts and images come to mind when you think about hunger?

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Check off at least three ways you will learn more about local hunger.

☐ Invite an expert from a food bank or hunger organization to visit school

☐ Research the issue at [WE.org/exploringissues](https://www.weschools.org/exploringissues)

☐ Ask your teacher to run campaign lesson activities from [WE.org/weschools/educator-resources](https://www.weschools.org/weschools/educator-resources)

☐ Choose your own: \_\_\_\_\_

☐ Choose your own: \_\_\_\_\_

☐ Choose your own: \_\_\_\_\_

Write down at least three new things you have learned about local hunger.

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Research which food banks or hunger organizations are working in your area. Use the contact or FAQ sections of their websites to find out what kind of food items they need and list them here.

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Write down the names of the local food banks or programs you discovered during your research. Discuss as a group which you would like to support. Take a vote to make a final decision.

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**REFLECTION TIME:** How has your understanding of the issue changed since you started researching it? How can you use this new understanding to improve your campaign?

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# Action Plan

Make sure each group member can explain the details of your food drive before speaking to other students about it. Review the goal you filled out on **page 32** and practice explaining the campaign to each other. Take turns asking each other questions and answering basic questions about your campaign.

- |                                                           |                                                                       |
|-----------------------------------------------------------|-----------------------------------------------------------------------|
| <input type="checkbox"/> When is this campaign happening? | <input type="checkbox"/> What kind of food items are you looking for? |
| <input type="checkbox"/> Why are you doing this campaign? | <input type="checkbox"/> How can I get involved or donate food items? |
| <input type="checkbox"/> What is your goal?               | <input type="checkbox"/> Where is the food going?                     |



Next, discuss how the group can spread awareness about WE Scare Hunger. Check off at least three ways you will tell others about your campaign.

|                                                 |                                                                                                |                                                                                     |
|-------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <input type="checkbox"/> School announcements   | <input type="checkbox"/> Put up campaign posters (see poster section of kit) or design posters | <input type="checkbox"/> Visit each homeroom in person to speak about your campaign |
| <input type="checkbox"/> School newsletters     | <input type="checkbox"/> Social media                                                          | <input type="checkbox"/> Choose your own: _____                                     |
| <input type="checkbox"/> Choose your own: _____ | <input type="checkbox"/> Choose your own: _____                                                | <input type="checkbox"/> Choose your own: _____                                     |

Make a list of the tasks you think are necessary for promoting, planning and completing the campaign. Then, as a group, discuss who would like to be responsible for each task.

Depending on if you are trick-or-treating for canned goods for one night or holding an extended food drive, tasks might include: distribute WE Scare Hunger cards (**p. 36**) in your school, make morning announcements put up posters, plan trick-or-treating routes, drop off WE Scare Hunger cards in the community, weigh and record food donations, etc.

Return to this page and check off each task as it is finished.

| ✓ | Task | Name of person responsible | ✓ | Task | Name of person responsible |
|---|------|----------------------------|---|------|----------------------------|
|   |      |                            |   |      |                            |
|   |      |                            |   |      |                            |
|   |      |                            |   |      |                            |
|   |      |                            |   |      |                            |
|   |      |                            |   |      |                            |

**REFLECTION TIME:** Which tasks seem the most challenging and may require extra help? How can your group make sure you are there to support each other?

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# Take Action



If you are trick-or-treating for non-perishable food, brainstorm all the supplies you will need when you go out (e.g., costumes, durable shopping bags, cardboard boxes, shopping carts, wagons). Check off each item to make sure you have it.

If you are doing a food drive in your school, brainstorm ways you can keep the momentum going throughout your campaign (e.g., competitions, regular announcements, information about hunger). Check them off as you try them. Note which were most effective.

|                                |                                |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

# Report and Celebrate

When the campaign is over, sit down as a group and record the impacts you've made.

Share your success with WE Scare Hunger by posting photos to social media using [#wescarehunger](#).

- ▶ How many students from your school donated food? \_\_\_\_\_
- ▶ What was your final total (in pounds of food or number of items)? \_\_\_\_\_
- ▶ Where did you donate your food to? \_\_\_\_\_
- ▶ How many days did your campaign last? \_\_\_\_\_
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Report? ☐ Yes / ☐ No

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

- ☐ How did your group do with its goals? Did you run into any challenges?
- ☐ Is there anything you would do differently next time?
- ☐ Besides the food your group collected, what impacts did you make together (e.g., involving your school, spreading awareness, developing skills)?
- ☐ How can you celebrate the impacts you've made together and the contribution that each group member made (e.g., a party, an assembly, shout-outs on the morning announcements, handmade cards)?

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# Creative Resource: WE Scare Hunger Cards

Photocopy these cards or print them out from [WE.org/wescarehunger](http://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](http://WE.org/wescarehunger)

**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](http://WE.org/wescarehunger)

**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](http://WE.org/wescarehunger)

**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](http://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. We're especially interested in \_\_\_\_\_ and \_\_\_\_\_, but all donations are appreciated. Thanks!  
[WE.org/wescarehunger](http://WE.org/wescarehunger)

**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](http://WE.org/wescarehunger)

**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](http://WE.org/wescarehunger)

**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](http://WE.org/wescarehunger)

Cut out and take with you.



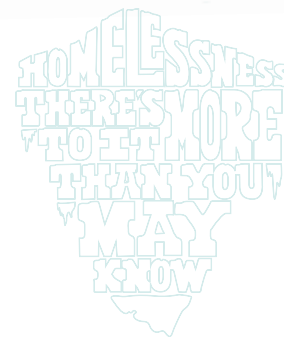




# WE WON'T REST

SHARE FACTS TO BUST MYTHS AND SHED LIGHT ON THE REALITIES OF HOMELESSNESS. THEN, GET IN TOUCH WITH A LOCAL SHELTER TO TAKE ACTION.

CAMPAIGN SKILLS:



## Checklist

☐ Sign up for the campaign at [WE.org/wewontrest](http://WE.org/wewontrest).

Who do you need to ask for permission to do this campaign? \_\_\_\_\_ ☐ Permission received!

## Setting Your Goal

WE Won't Rest is an awareness-raising campaign that can help you launch into awesome actions to help the homeless in your community. That means there are different kinds of goals you can set for yourself depending on the kind of action you want to take. You also might find ways to adjust your plan and goal as you learn more about homelessness in your community.

As a group, discuss your awareness-raising goals for this campaign. You can measure this in a number of ways: for example, the number of people you educate or the number of speeches or social media posts you make. What is your goal and how will you measure it?

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How many of your peers would you like to get involved? \_\_\_\_\_

# Investigate and Learn

What does your group currently know about homelessness in your community or region? What do you think are the causes of homelessness? Who is most at risk?

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Check off at least three ways you will learn more about homelessness, both locally and nationally.

|                                                                                                   |                                                                                                                                     |                                                                                                                                                                                                                     |
|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Read the preview daily facts (p. 43)                                     | <input type="checkbox"/> Research the issue at <a href="https://www.weshoottheissue.org/exploringissues">WE.org/exploringissues</a> | <input type="checkbox"/> Ask your teacher to run campaign lesson activities from <a href="https://www.weshoottheissue.org/weshoottheissue.org/educator-resources">WE.org/weshoottheissue.org/educator-resources</a> |
| <input type="checkbox"/> Invite an expert from a local shelter or organization to speak to school | <input type="checkbox"/> Choose your own: _____<br>_____                                                                            | <input type="checkbox"/> Choose your own: _____<br>_____                                                                                                                                                            |

Research three shelters or homelessness support organizations in your area. Write down their names and how each organization helps. Discuss why your group should support these organizations. This may include finding out what help the organization needs right now and how you can use your talents and passions to pitch in.

Name of organization #1: \_\_\_\_\_

How they take action: \_\_\_\_\_

Why we should support them: \_\_\_\_\_

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Name of organization #2: \_\_\_\_\_

How they take action: \_\_\_\_\_

Why should we support them: \_\_\_\_\_

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Name of organization #3: \_\_\_\_\_

How they take action: \_\_\_\_\_

Why should we support them: \_\_\_\_\_

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As a group, discuss and decide which organization you would like to support.

Name of organization: \_\_\_\_\_

**REFLECTION TIME:** What qualities are important to you when choosing an organization to support?  
How can you reflect those qualities in the action that you plan?

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# Action Plan



Discuss how you would like to support the organization you voted on in Investigate and Learn. Re-read your notes on the organization's needs and discuss what kind of action you'd like to take to support them (e.g., volunteer day, clothing drive, packing lunches).

Supporting action: \_\_\_\_\_

Now set a goal for your supporting action. This might be measured in articles of clothing donated, the number of volunteer hours committed to supporting the organization or dollars raised. What is your goal and how will you measure it?

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Next, discuss how the group can spread awareness about the WE Won't Rest daily facts and your action supporting the homeless in your community. Check off at least three of the following.

|                                                          |                                                                                                           |                                                                                                                     |
|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> School announcements            | <input type="checkbox"/> Put up campaign posters<br>(see poster section of your kit)<br>or design posters | <input type="checkbox"/> Visit each homeroom in person<br>to speak about your campaign                              |
| <input type="checkbox"/> School newsletters              | <input type="checkbox"/> Social media                                                                     | <input type="checkbox"/> Print off each day's fact when it<br>is emailed to you and put it up<br>around your school |
| <input type="checkbox"/> Choose your own: _____<br>_____ | <input type="checkbox"/> Choose your own: _____<br>_____                                                  | <input type="checkbox"/> Choose your own: _____<br>_____                                                            |

Make a list of the tasks you think are necessary for promoting, planning and completing your campaign. Then as a group, discuss who would like to be responsible for each task. Return to this page and check off each task as it is finished.

For more help building out a detailed plan for your action, check out the DIY Campaign Builder online at [WE.org/diycampaign](http://WE.org/diycampaign).

| ✓ Task | Name of person responsible | ✓ Task | Name of person responsible |
|--------|----------------------------|--------|----------------------------|
|        |                            |        |                            |
|        |                            |        |                            |
|        |                            |        |                            |
|        |                            |        |                            |
|        |                            |        |                            |
|        |                            |        |                            |

**REFLECTION TIME:** What challenges do you anticipate while carrying out your action plan? How can you plan for these? How can you accommodate for them in future action plans?

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# Take Action



At [WE.org/wewontrest](https://www.wewontrest.org), you'll find facts about homelessness in America, some extra info about the issues surrounding the stat and discussion questions that you can use in your class or group. Take notes about each day's discussion and record any questions you'd like to research further.

Day 1

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Day 2

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Day 3

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Day 4

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Day 5

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**REFLECTION TIME:** After discussing the daily facts, were there any myths or preconceptions about homelessness that you learned were untrue? How can you use your new knowledge to get involved in making a difference?

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Share your success with WE Won't Rest by posting photos to social media using [#wewontrest](#).

- ▶ Original awareness-raising goal: \_\_\_\_\_ Final total: \_\_\_\_\_
- ▶ Original supporting action goal: \_\_\_\_\_ Final total: \_\_\_\_\_
- ▶ Which organization did you support with your supporting action? \_\_\_\_\_
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Report? ☐ Yes / ☐ No

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

- ☐ How can we help others overcome stereotypes? Why is it important to help others overcome stereotypes?
- ☐ What did you see as being the biggest challenges in this campaign? How did you overcome them?
- ☐ Is there anything you would do differently next time?
- ☐ How can you celebrate the impacts you've made together and the contribution that each group member made (e.g., a party, an assembly, shout-outs on the morning announcements, handmade cards)?

[illegible]

## Creative Resource: WE Won't Rest Facts

1. For a city supporting a homeless person experiencing mental illness, the costs of shelter use, hospitalizations and time spent in jail can total \$40,000 per year. It would only cost \$17,000 to provide stable housing for a year.
2. The number of homeless veterans has declined by 1/3<sup>rd</sup> since 2009.
3. 23% of people experiencing homelessness are under 18.
4. There is no U.S. state where a person earning minimum wage can afford an apartment at fair market rent.
5. 9 in 10 homeless women report having experienced severe abuse.



# WE ARE RAFIKIS

**SELL HANDMADE RAFIKI BRACELETS TO  
HELP KENYAN ARTISANS EARN A LIVING AND  
RAISE FUNDS FOR COMMUNITY-LED DEVELOPMENT  
PROJECTS THROUGH FREE THE CHILDREN'S  
WE VILLAGES.**

CAMPAIGN SKILLS:



## Checklist

☐ Sign up for the campaign at [WE.org/wearerafikis](https://www.wave.org/wearerafikis).

Who do you need to ask for permission to do this campaign? \_\_\_\_\_ ☐ Permission received!

## Setting Your Goal

► Which WE Villages Pillar of Impact are you fundraising for?

☐ Education ☐ Water ☐ Health ☐ Food ☐ Opportunity

► What is your fundraising goal? \_\_\_\_\_

► How many Rafiki Bracelets would you like to sell? \_\_\_\_\_

► How many people in your school and community would you like to reach by raising awareness through the campaign?

► When will your campaign start and finish? Start: \_\_\_\_\_ Finish: \_\_\_\_\_



# Investigate and Learn

Every Rafiki Bracelet makes an impact in three ways: it helps the artisan who made it earn a living and save for the future; it provides a tangible impact, like clean water or school supplies, to a member of a developing community; and it allows you to fundraise for a cause you care about.

Watch the video located at [metowe.com/about-us/our-impact/#mamas](https://metowe.com/about-us/our-impact/#mamas) to hear the artisans who make Rafiki Bracelets tell their stories. Then as a group, read over the webpage and discuss: What does the opportunity to earn an income mean to a woman in a developing Kenyan community? What does she use her earnings for? How does it affect her family?

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Next, learn about the impact that each Rafiki Bracelet makes through WE Villages in different developing communities around the world. Visit [trackyourimpact.com/#powerful-change](https://trackyourimpact.com/#powerful-change) to learn about how each Rafiki Bracelet has the potential to change a life. As a group, discuss: What difference can something like school supplies or medicine make in someone's life? How can everyday decisions like where someone shops and what someone buys have a global impact?

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Your campaign can also have an impact as a fundraiser for a global cause you care about through WE Villages. Check off three ways you will learn more about your chosen WE Villages Pillar of Impact.

|                                                                                                                    |                                                                                                                                                                                |                                                                                             |
|--------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Research the issue at <a href="https://WE.org/exploringissues">WE.org/exploringissues</a> | <input type="checkbox"/> Ask your teacher to run campaign lesson activities from <a href="https://WE.org/weschools/educator-resources">WE.org/weschools/educator-resources</a> | <input type="checkbox"/> Ask your WE Schools Coordinator to present to your school or group |
| <input type="checkbox"/> Choose your own: _____                                                                    | <input type="checkbox"/> Choose your own: _____                                                                                                                                | <input type="checkbox"/> Choose your own: _____                                             |

**REFLECTION TIME:** Seven out of 10 people in the world live on less than \$10 per day. Discuss as a group how each of you would prioritize your budget if you could only spend \$10 every day on rent, food, medicine, education, clothing and other necessities. How would your life be different?

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# Action Plan



You can order starter kits online at [WE.org/wearerafikis](http://WE.org/wearerafikis) to be shipped to your school or picked up at WE Day. You can also buy them at WE Day. How will you purchase yours?

☐ Order online and ship to school    ☐ Order online and pick up at WE Day    ☐ Buy at WE Day

Next, photocopy or print out additional copies of the WE Are Rafikis pre-order cards on **page 49**. Cut out these cards and keep them on hand for when you start to get orders from people at your school.

Before handing these cards out, discuss how much you would like to charge for each Rafiki Bracelet. The bracelets will cost you \$10 each to order. If you price the bracelets at a higher amount, you will be able to fundraise using the extra money you made from each sale. For every purchase of a Rafiki Bracelet, \$5 will also go toward supporting WE Villages.

How much will you sell each Rafiki for? \_\_\_\_\_

Discuss the details about the WE Are Rafikis campaign before you start speaking to other students about it. Review the Setting Your Goal section you filled out above and practice explaining the campaign to each other. Take turns asking each other questions and answering basic questions about your campaign.

- |                                                            |                                                                           |
|------------------------------------------------------------|---------------------------------------------------------------------------|
| <input type="checkbox"/> What does a Rafiki Bracelet cost? | <input type="checkbox"/> Who made these bracelets and how were they made? |
| <input type="checkbox"/> How can I place my order?         | <input type="checkbox"/> How does buying a bracelet make an impact?       |
| <input type="checkbox"/> How can I get further involved?   | <input type="checkbox"/> Where can I go to learn more about my impact?    |
| <input type="checkbox"/> What is ME to WE?                 |                                                                           |

Next, discuss how the group can spread awareness about WE Are Rafikis and collect filled-out pre-order cards. Check off three or more ways you will raise awareness about your campaign.

|                                                       |                                                                                  |                                                                                                |
|-------------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Rafiki Bracelet fashion show | <input type="checkbox"/> Display sample Rafikis at a table in cafeteria or foyer | <input type="checkbox"/> Visit classrooms to drop off and pick up pre-order cards              |
| <input type="checkbox"/> School announcements         | <input type="checkbox"/> Social media                                            | <input type="checkbox"/> Put up campaign posters (see poster section of kit) or design posters |
| <input type="checkbox"/> Choose your own: _____       | <input type="checkbox"/> Choose your own: _____                                  | <input type="checkbox"/> Choose your own: _____                                                |

**REFLECTION TIME:** How can your group help your customers understand the impact of buying a bracelet? How can we help others feel connected with impacts they make on the lives of people living in other countries? How can a Rafiki Bracelet be a symbol of connection to other people around the world?

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# Take Action



Once you have taken pre-orders, count the Rafiki Bracelet totals on each pre-order card and add them up.

- ▶ Number of Education Rafiki Bracelets needed: \_\_\_\_\_
- ▶ Number of Water Rafiki Bracelets needed: \_\_\_\_\_
- ▶ Number of Health Rafiki Bracelets needed: \_\_\_\_\_
- ▶ Number of Food Rafiki Bracelets needed: \_\_\_\_\_
- ▶ Number of Income/Opportunity Rafiki Bracelets needed: \_\_\_\_\_

There are two ways to place a custom order with specific amounts of each Rafiki Bracelet you need. You can print and mail in the WE Are Rafikis order form stored on your USB (address to: ME to WE Shop, Inc. ME to WE attn: Accounting, 233 Carlton St., Toronto, ON M5A 2L2, Canada), or place your order online at [WE.org/wearerafikis](http://WE.org/wearerafikis). We recommend ordering a few extras in case people change their minds.

Next, brainstorm how you will deliver the bracelets to the people who placed pre-orders. You might choose to have them available for pick-up during pre-scheduled times, when students can also come to purchase additional Rafiki Bracelets. Or you can divide up the task of delivering orders to different classrooms individually.

Use the chart below to record orders that have been delivered and paid for.

| Student name | Order paid? | Order delivered? | Student name | Order paid? | Order delivered? |
|--------------|-------------|------------------|--------------|-------------|------------------|
|              |             |                  |              |             |                  |
|              |             |                  |              |             |                  |
|              |             |                  |              |             |                  |
|              |             |                  |              |             |                  |
|              |             |                  |              |             |                  |
|              |             |                  |              |             |                  |
|              |             |                  |              |             |                  |

As pre-orders are fulfilled, check your list against the pre-order cards to make sure you don't miss anyone. You can also add new orders and sales to your list if new students make purchases.

**REFLECTION TIME:** Did you run into any unexpected problems when taking your action? How did you solve them?  
How would you plan differently next time?

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# Report and Celebrate ★



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

Share your success with WE Are Rafikis by posting photos to social media using [#wearerafikis](#).

- ▶ How many students from your school helped organize the campaign? \_\_\_\_\_
- ▶ Approximately how many people from your school bought bracelets? \_\_\_\_\_
- ▶ How many Rafiki Bracelets did you sell? \_\_\_\_\_
- ▶ What was your final fundraising total? \_\_\_\_\_
- ▶ How many people did you reach by raising awareness for your issue through your campaign? \_\_\_\_\_
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Report? ☐ Yes / ☐ No

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

- ☐ How did your group do with its goals? Did you run into any challenges?
- ☐ What was the highlight of the campaign for you? What made it so special?
- ☐ How did the school respond to learning about the impact they were making with each purchase?
- ☐ How can your group encourage your school to continue wearing their Rafiki Bracelets after the campaign?
- ☐ Besides the Rafiki Bracelets you sold, what impacts did you make together (e.g., involving your school, spreading awareness, developing skills)?
- ☐ How can you celebrate the impacts your school has made through this campaign (e.g., a Rafiki Bracelet fashion show, an assembly, shout-outs on the morning announcements)?

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# Creative Resource: WE Are Rafikis Pre-Order Cards

Print and distribute these cards to get students in your school to pre-order Rafiki Bracelets. Then collect them and tally up the totals to place a custom group order through the mail order form stored on your USB or online at [WE.org/wearerafikis](http://WE.org/wearerafikis).

**Rafiki Pre-Order Form**

Name: \_\_\_\_\_

**# OF RAFIKIS**

☐ Education ☐ Water ☐ Health

☐ Food ☐ Income / Opportunity

**TOTAL#:**  **TOTAL COST:**

(# OF RAFIKIS x \$\_\_\_\_)

**Rafiki Pre-Order Form**

Name: \_\_\_\_\_

**# OF RAFIKIS**

☐ Education ☐ Water ☐ Health

☐ Food ☐ Income / Opportunity

**TOTAL#:**  **TOTAL COST:**

(# OF RAFIKIS x \$\_\_\_\_)

**Rafiki Pre-Order Form**

Name: \_\_\_\_\_

**# OF RAFIKIS**

☐ Education ☐ Water ☐ Health

☐ Food ☐ Income / Opportunity

**TOTAL#:**  **TOTAL COST:**

(# OF RAFIKIS x \$\_\_\_\_)

**Rafiki Pre-Order Form**

Name: \_\_\_\_\_

**# OF RAFIKIS**

☐ Education ☐ Water ☐ Health

☐ Food ☐ Income / Opportunity

**TOTAL#:**  **TOTAL COST:**

(# OF RAFIKIS x \$\_\_\_\_)

**Rafiki Pre-Order Form**

Name: \_\_\_\_\_

**# OF RAFIKIS**

☐ Education ☐ Water ☐ Health

☐ Food ☐ Income / Opportunity

**TOTAL#:**  **TOTAL COST:**

(# OF RAFIKIS x \$\_\_\_\_)

**Rafiki Pre-Order Form**

Name: \_\_\_\_\_

**# OF RAFIKIS**

☐ Education ☐ Water ☐ Health

☐ Food ☐ Income / Opportunity

**TOTAL#:**  **TOTAL COST:**

(# OF RAFIKIS x \$\_\_\_\_)



# WE ARE LOVE

**MAKE HANDWRITTEN CARDS FOR EVERY STUDENT IN YOUR SCHOOL TO ENSURE EVERYONE FEELS LOVED AND APPRECIATED.**

CAMPAIGN SKILLS:



## Checklist

☐ Sign up for the campaign at [WE.org/wearelove](https://WE.org/wearelove).

Who do you need to ask for permission to do this campaign? \_\_\_\_\_ ☐ Permission received!

## Setting Your Goal

- ▶ How many students would you like to involve in planning the campaign and making cards? \_\_\_\_\_
- ▶ How many students and faculty would you like to make cards for? \_\_\_\_\_
- ▶ When will you meet to write cards and messages for your school? \_\_\_\_\_
- ▶ How are you going to distribute cards to these people? \_\_\_\_\_
- ▶ You also have the opportunity to extend your campaign to show love to members of your community who go unappreciated. Does your group plan to extend your campaign beyond students at your school? ☐ Yes / ☐ No

# Investigate and Learn

As a group, sit down and brainstorm how you feel when someone does a random act of kindness or shows you appreciation. How does it change your emotional state? How does it affect your behavior? How does it change the way you treat others?

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Now discuss how gestures of kindness and appreciation contribute to building a sense of community at your school. How can a school or community change as a result of an act of kindness?

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**REFLECTION TIME:** How do small actions contribute to the bigger picture of helping people and communities feel loved and connected? What are some ways you can show appreciation for others every day?

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## BONUS ACTIVITY!

We've put together a full set of lesson activities your teacher can run to help your group dig deeper into the role that acts of kindness and appreciation play in building community. Ask your teacher to run WE Are Love lesson activities for your group, which can be found at [WE.org/weschools/educator-resources](http://WE.org/weschools/educator-resources).



# Action Plan



Discuss how your group can share some of the big responsibilities involved in the WE Are Love campaign. You're going to want to assign different tasks to different teams, whether you're preparing cards for your school or for others in your community as well.

- ☐ Spreading awareness of the campaign and inviting them to participate in making cards
- ☐ Organizing a card-making event and making sure there are enough supplies for everyone to make cards
- ☐ Ensuring there is a card for every student and/or staff member in your school
- ☐ Delivering the cards
- ☐ What are other random acts of kindness you could do to spread appreciation in your school or community?

Divide your group into four teams who can work on each of those projects, and have each team come up with a list of sub-tasks needed to complete their task. If one team's sub-task overlaps with another team's responsibilities, make sure you communicate and collaborate for a more coordinated effort.

## SPREADING AWARENESS

Team members: \_\_\_\_\_

Sub-tasks: \_\_\_\_\_

## ORGANIZING A CARD-MAKING EVENT

Team members: \_\_\_\_\_

Sub-tasks: \_\_\_\_\_

## ENSURING A CARD IS MADE FOR EVERY STUDENT

Team members: \_\_\_\_\_

Sub-tasks: \_\_\_\_\_

## DELIVERING CARDS

Team members: \_\_\_\_\_

Sub-tasks: \_\_\_\_\_

**REFLECTION TIME:** Bring the four teams together to discuss issues you have run into in your roles. Are there any similarities in the challenges you are facing? How can you support each other? What solutions and innovations have you come up with so far?

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# Take Action



As a group, you might want to take your WE Are Love campaign to the next level and share the love with the larger community. Brainstorm a list of people in the community who may be underappreciated, overlooked or left out (e.g., people in the hospital, veterans, people in homeless shelters).

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As a team, decide on one group in your community you would like to show appreciation for: \_\_\_\_\_

Discuss how the group would like to show appreciation. You can write cards, design handmade gifts or arrange a social visit. It may help to reach out to an organization working with the group you are appreciating to find out how you can support their needs.

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For more help building out a detailed plan for your action, check out the DIY Campaign Builder at [WE.org/diycampaign](https://www.welove.org/diycampaign).

**REFLECTION TIME:** Why do you think some people in your community go unappreciated? How can you become more appreciative of people who often go overlooked?

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# Report and Celebrate ★



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

Share your success with WE Are Love by posting photos to social media using [#wearelove](#).

- ▶ How many students from your school were involved in the campaign? \_\_\_\_\_
- ▶ What action did you decide to take to show appreciation? ☐ Distribute cards ☐ Other: \_\_\_\_\_
- ▶ How many people did you make gifts for? \_\_\_\_\_
- ▶ If you chose to make cards for members of the community, who did you make cards for? \_\_\_\_\_
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Report? ☐ Yes / ☐ No

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

- ☐ How did your group do with its goals? Did you run into any challenges?
- ☐ Is there anything you would do differently next time?
- ☐ What was the highlight of the campaign for you? What made it so special? How can you use moments like that for motivation as you continue taking action?
- ☐ Have you noticed any changes in the way you appreciate others, or in the way your school shows its appreciation?
- ☐ How can group members show appreciation for the contributions that each person has made toward the campaign's success (e.g., a party, an assembly, shout-outs on the morning announcements)?

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# Creative Resource: WE Are Love Cards

Use these card templates to write out personal messages for students at your school or members of your community.





# WE ARE SILENT

**PLAN A DAY OF SILENCE TO  
RAISE MONEY AND AWARENESS  
FOR THE CHILDREN WHOSE  
VOICES GO UNHEARD.**

CAMPAIGN SKILLS:



## Checklist

☐ Sign up for the campaign at [WE.org/wearesilent](https://www.ve.org/wearesilent).

Who do you need to ask for permission to do this campaign? \_\_\_\_\_ ☐ Permission received!

## Setting Your Goal

- ▶ Is your group's goal to raise money or awareness (or both!) for your issue?
- ▶ Which Pillar of Impact of WE Villages are you fundraising for?
  - ☐ Education ☐ Water ☐ Health ☐ Food ☐ Opportunity
- ▶ If you're fundraising, what is your goal for this campaign? \_\_\_\_\_
- ▶ If you're raising awareness, what is your goal for this campaign? \_\_\_\_\_
- ▶ How many people would you like to sign up to participate? \_\_\_\_\_
- ▶ On which date are you going silent? \_\_\_\_\_
- ▶ How many hours will your group go silent for? \_\_\_\_\_

# Investigate and Learn

What does your group currently know about the issue related to your chosen WE Villages Pillar of Impact? What facts and images come to mind when you think about the issue?

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Check off at least three ways you will learn more about the issue.

|                                                                                             |                                                                                                                              |                                                                                                                                                                                      |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Ask your WE Schools Coordinator to present to your school or group | <input type="checkbox"/> Research the issue at <a href="https://www.weshools.org/exploringissues">WE.org/exploringissues</a> | <input type="checkbox"/> Ask your teacher to run a lesson activity from our database at <a href="https://www.weshools.org/educator-resources">WE.org/weshools/educator-resources</a> |
| <input type="checkbox"/> Choose your own: _____                                             | <input type="checkbox"/> Choose your own: _____                                                                              | <input type="checkbox"/> Choose your own: _____                                                                                                                                      |

Write down at least three new things you have learned about your issue.

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You have already chosen one Pillar of Impact of WE Villages to raise awareness or fundraise for, but as a group you may decide to let participants use their silence to raise awareness for other issues—possibly issues related to your WE Villages Pillar of Impact. Write down your group members and the issues they are each going silent for.

| Name | Issue | Name | Issue |
|------|-------|------|-------|
|      |       |      |       |
|      |       |      |       |
|      |       |      |       |
|      |       |      |       |
|      |       |      |       |

**REFLECTION TIME:** How has your understanding of the issue changed since you started researching it? How can you use this new understanding to improve your campaign?

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# Action Plan



Make sure each group member can explain the details of your campaign before speaking to other students about it. Review the Setting Your Goal section you filled out and practice explaining the campaign to each other. Take turns asking each other questions and answering basic questions about your campaign.

- ☐ When is this campaign happening?    ☐ Why are you doing this campaign?  
☐ What is your goal?    ☐ How can others get involved?  
☐ What is WE Villages?

Next, discuss how the group can spread awareness about WE Are Silent. Check off at least three ways you will tell others about your campaign.

|                                                          |                                                                                                      |                                                                                                                               |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> School announcements            | <input type="checkbox"/> Put up campaign posters<br>(see poster section of kit) or<br>design posters | <input type="checkbox"/> Visit each homeroom in person<br>to speak about your campaign                                        |
| <input type="checkbox"/> School newsletters              | <input type="checkbox"/> Social media                                                                | <input type="checkbox"/> Create and share your personal<br>fundraising page (contact your<br>WE Schools Coordinator for help) |
| <input type="checkbox"/> Choose your own: _____<br>_____ | <input type="checkbox"/> Choose your own: _____<br>_____                                             | <input type="checkbox"/> Choose your own: _____<br>_____                                                                      |

Make a list of the tasks you think are necessary for promoting, planning and completing your campaign. Then as a group, discuss who would like to be responsible for each task. Tasks might include: look up facts and other information about the issue, do morning announcements, put up posters, speak to different classrooms about the campaign, collect and add up final pledges, make donation to WE Villages,\* etc.

Return to this page and check off each task as it is finished.

| ✓ | Task | Name of person responsible | ✓ | Task | Name of person responsible |
|---|------|----------------------------|---|------|----------------------------|
|   |      |                            |   |      |                            |
|   |      |                            |   |      |                            |
|   |      |                            |   |      |                            |
|   |      |                            |   |      |                            |
|   |      |                            |   |      |                            |

**REFLECTION TIME:** What obstacles and challenges have you run into so far? How did you solve them? How can you help each other overcome obstacles?

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\* Make check out to WE Charity and send to WE Charity, c/o (your WE Schools Coordinator's name and school's WE Code), Re: WE Are Silent, 233 Carlton St., Toronto, ON M5A 2L2, Canada.

# Take Action



Sit down as a group and list potential issues you could run into once you go silent on the day of your campaign (e.g., a teacher asks a participating student a question, another student asks you why you are silent, a student wants to join the campaign).

Now check off at least three ways to solve these problems, either by preparing for them or by responding to them when they happen.

|                                                                                |                                                                     |                                                                            |
|--------------------------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------------------------|
| <input type="checkbox"/> Print or copy WE Are Silent cards to give out (p. 60) | <input type="checkbox"/> Carry a pen and notebook to write messages | <input type="checkbox"/> Design a sign explaining why you are going silent |
| <input type="checkbox"/> Choose your own: _____                                | <input type="checkbox"/> Choose your own: _____                     | <input type="checkbox"/> Choose your own: _____                            |

## Report and Celebrate



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

Share your success with WE Are Silent by posting photos to social media using [#wearesilent](#).

- ▶ How many people participated? \_\_\_\_\_
- ▶ On average, how many hours did each participant go silent? \_\_\_\_\_
- ▶ What is the total number of hours of silence you achieved together? \_\_\_\_\_
- ▶ If you were fundraising, how much money did you raise toward your goal? \_\_\_\_\_
- ▶ If you were raising awareness, how many people did you reach through awareness-raising? \_\_\_\_\_
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Report? ☐ Yes / ☐ No

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

- ☐ How did your group do with its goals?
- ☐ How did you feel not being able to use your voice for a day? What did you learn from the experience?
- ☐ Is there anything you would do differently next time?
- ☐ Besides the money and awareness your group raised, what impacts did you make together (e.g., involving the school, building a team, developing skills)?
- ☐ How can group members show appreciation for the contributions that each person has made toward the campaign's success (e.g., a party, an assembly, shout-outs on the morning announcements, handmade cards)?

# Creative Resource: WE Are Silent Cards

Photocopy these cards or print them out from [WE.org/wearesilent](http://WE.org/wearesilent) and fill them out to let other people know why you're going silent.



**WE  
ARE  
SILENT**

Today, I am going  
SILENT because...

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**WE  
ARE  
SILENT**

Today, I am going  
SILENT because...

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**WE  
ARE  
SILENT**

Today, I am going  
SILENT because...

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**WE  
ARE  
SILENT**

Today, I am going  
SILENT because...

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**WE  
ARE  
SILENT**

Today, I am going  
SILENT because...

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**WE  
ARE  
SILENT**

Today, I am going  
SILENT because...

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**WE  
ARE  
SILENT**

Today, I am going  
SILENT because...

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**WE  
ARE  
SILENT**

Today, I am going  
SILENT because...

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1 EXTRA YEAR  
OF SCHOOLING INCREASES  
AN INDIVIDUAL'S  
EARNINGS BY UP TO 10%.





# WE VOLUNTEER NOW

**RALLY YOUR COMMUNITY AND PLAN SOME EPIC DO-GOOD ACTIONS THROUGHOUT THE YEAR. ENGAGE IN MEANINGFUL VOLUNTEER ACTIONS BY USING THE WE VOLUNTEER NOW CAMPAIGN.**

CAMPAIGN SKILLS:



## Checklist

☐ Sign up for the campaign at [WE.org/wevolunteernow](https://www.wewe.org/wevolunteernow).

Who do you need to ask for permission to do this campaign? \_\_\_\_\_ ☐ Permission received!

## Setting Your Goal

► How many different activities do you want to plan during the week? (You can plan one big event or multiple smaller events.)

\_\_\_\_\_

► How many people would you like to get involved in volunteer actions? \_\_\_\_\_

► How many hours would you like each person to volunteer on average? \_\_\_\_\_

# Investigate and Learn

With your teacher, go through the local issues portions of the Exploring Issues activity (**Educator's Guide, p. 30**) to learn about how different issues affect communities across the United States. During the group discussion at the end of the activity, make note of questions or comments your group has about each issue.

The environment: \_\_\_\_\_

\_\_\_\_\_

Hunger: \_\_\_\_\_

\_\_\_\_\_

Homelessness: \_\_\_\_\_

\_\_\_\_\_

Local poverty: \_\_\_\_\_

\_\_\_\_\_

Youth violence: \_\_\_\_\_

\_\_\_\_\_

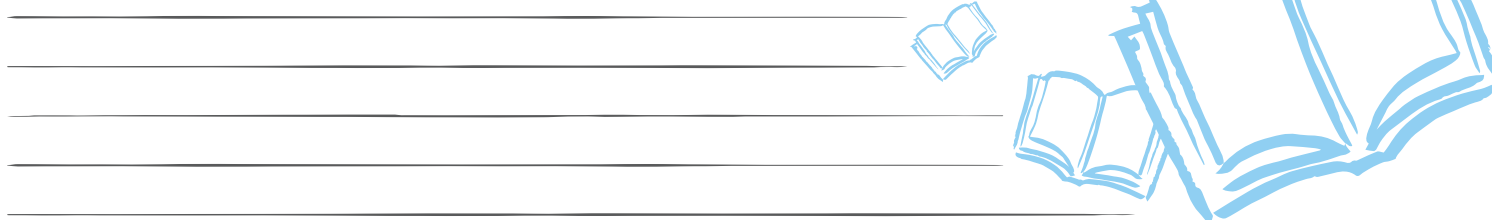
Using the Community Mapping activity (**p. 10 and Educator's Guide, p. 32**), ask your teacher to lead a group walk through your community and hold a discussion about which issues your group members are passionate about. When the group is done, write down the local issues that drew the most interest.

\_\_\_\_\_

Based on the number of activities you have decided to plan, vote as a group on which issues to take action on. Above, circle the issues the group will be taking action on.

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

- ☐ How are the issues your group has been learning about related to each other?
- ☐ How does taking action on one issue make an impact on other issues?
- ☐ How can this knowledge be used in the campaign?



# Action Plan



Get to know the skills and talents on your team by having each group member fill out a WE Volunteer Now M.V.P. Card. Photocopy the card template provided on **page 67** or download a printable PDF from [WE.org/wevolunteernow](http://WE.org/wevolunteernow) and make some extras for when your community members get involved.

When the group has filled out their cards, pin them up on a bulletin board to display the full roster of talents on your team. Then discuss the following.

- ☐ What skills does the team have?
- ☐ How could these skills be used to plan an action on the issues our group has chosen (e.g., using leadership or public speaking skills to rally our community or using artistic skills to design awareness-raising posters)?
- ☐ What kind of volunteer actions would these skills be best suited to?
- ☐ How can we connect our chosen issue or passion to our volunteering?
- ☐ What other kinds of skills or roles would our group need to complete these actions?

For each of the issues you plan to take action on, write down the kind of action you will take and what roles and responsibilities (e.g., promoting volunteer action, communicating with any local organizations you might be volunteering for) will be involved in planning the volunteer action.

Write down the names of the people whose talents match these roles on each line. If a role does not have a match, highlight it. If your group is focusing on a single volunteer action, leave the rest blank. Make sure you're also rallying the rest of your school to join in!

Issue: \_\_\_\_\_ Action: \_\_\_\_\_

Roles and responsibilities:

|       |       |       |
|-------|-------|-------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |

Issue: \_\_\_\_\_ Action: \_\_\_\_\_

Roles and responsibilities:

|       |       |       |
|-------|-------|-------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |

Issue: \_\_\_\_\_ Action: \_\_\_\_\_

Roles and responsibilities:

|       |       |       |
|-------|-------|-------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |

**REFLECTION TIME:** What kind of different skills and talents does it take to successfully plan and carry out a volunteer action? How does working as a team allow you to plan more effective actions?

|       |
|-------|
| _____ |
| _____ |
| _____ |
| _____ |

# Take Action



Next you'll want to get your school and community in on the action. Check off ways to reach out to your community for extra hands, and don't forget to highlight special roles your team needs to fill.

|                                                 |                                                                                                                  |                                                                            |
|-------------------------------------------------|------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| <input type="checkbox"/> School announcements   | <input type="checkbox"/> Put up campaign posters (see poster section of kit) or design posters in your community | <input type="checkbox"/> Speak about volunteer actions at community events |
| <input type="checkbox"/> School newsletters     | <input type="checkbox"/> Social media                                                                            | <input type="checkbox"/> Choose your own: _____                            |
| <input type="checkbox"/> Choose your own: _____ | <input type="checkbox"/> Choose your own: _____                                                                  | <input type="checkbox"/> Choose your own: _____                            |

Make sure that everyone's on the same page regarding the details of when and where the volunteer action is taking place, plus anything they need to prepare. Review the details with all volunteers before you meet.

Action: \_\_\_\_\_ Location: \_\_\_\_\_ Date/time: \_\_\_\_\_

Please bring/prepare: \_\_\_\_\_

Other reminders: \_\_\_\_\_

Action: \_\_\_\_\_ Location: \_\_\_\_\_ Date/time: \_\_\_\_\_

Please bring/prepare: \_\_\_\_\_

Other reminders: \_\_\_\_\_

Action: \_\_\_\_\_ Location: \_\_\_\_\_ Date/time: \_\_\_\_\_

Please bring/prepare: \_\_\_\_\_

Other reminders: \_\_\_\_\_

**REFLECTION TIME:** Why is community participation important for completing a successful volunteer action?

What do you think your group's volunteer action would be like if your school or community wasn't involved? Or if more of the community was involved?

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# Report and Celebrate ★



Make M.V.P. cards (p. 67) for the members of your school or community who come out to join your volunteer efforts. Make sure to take the time to thank each person for their contribution and let them know how valuable they are to your team.

When the campaign is over, sit down as a group and record the impacts you've made.

Share your success with WE Volunteer Now by posting photos to social media using [#wevolunteernow](#).

- ▶ How many different activities did you plan? \_\_\_\_\_
- ▶ How many people were involved in your volunteer actions? \_\_\_\_\_
- ▶ How many hours did each person volunteer on average? \_\_\_\_\_
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Report? ☐ Yes / ☐ No

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

- ☐ How did your group do with its goals? Did you run into any challenges?
- ☐ Is there anything you would do differently next time?
- ☐ Besides the volunteer hours you put in, what impacts did you make together (e.g., involving your school, spreading awareness, developing skills)?
- ☐ What barriers do you think hold people back from volunteering more regularly in their community?
- ☐ How can we encourage more people to volunteer beyond this campaign?

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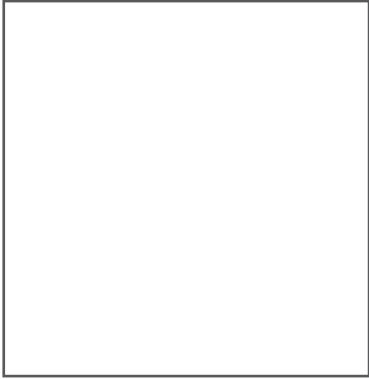
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# Creative Resource: WE Volunteer Now M.V.P. Cards

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



## WE VOLUNTEER NOW M.V.P.

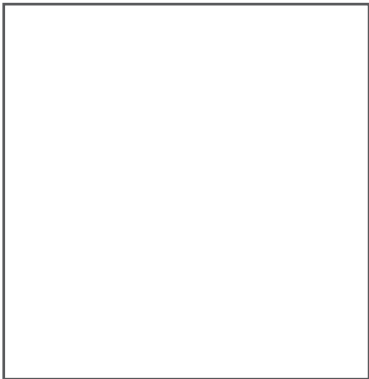
Name: \_\_\_\_\_

My volunteer talent: \_\_\_\_\_

\_\_\_\_\_

I volunteer because: \_\_\_\_\_

\_\_\_\_\_



## WE VOLUNTEER NOW M.V.P.

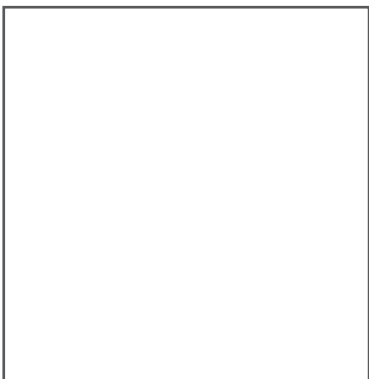
Name: \_\_\_\_\_

My volunteer talent: \_\_\_\_\_

\_\_\_\_\_

I volunteer because: \_\_\_\_\_

\_\_\_\_\_



## WE VOLUNTEER NOW M.V.P.

Name: \_\_\_\_\_

My volunteer talent: \_\_\_\_\_

\_\_\_\_\_

I volunteer because: \_\_\_\_\_

\_\_\_\_\_



# WE STEP UP

PLAN A WALKATHON, DANCEATHON OR SPORTS TOURNAMENT TO RAISE MONEY AND AWARENESS TO HELP DEVELOPING COMMUNITIES IMPROVE ACCESS TO EDUCATION, CLEAN WATER, HEALTH CARE, FOOD AND SUSTAINABLE INCOME SOURCES THROUGH FREE THE CHILDREN'S WE VILLAGES.

CAMPAIGN SKILLS:



## Checklist

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

Who do you need to ask for permission to do this campaign? \_\_\_\_\_ ☐ Permission received!

## Setting Your Goal

- ▶ Is your group's goal to raise money or awareness (or both!) for your issue? \_\_\_\_\_
- ▶ Which WE Villages Pillar of Impact are you supporting?
  - ☐ Education ☐ Water ☐ Health ☐ Food ☐ Opportunity
- ▶ If you're fundraising, what is your goal? \_\_\_\_\_
- ▶ If you're raising awareness, what is your goal? \_\_\_\_\_
- ▶ How many people would you like to sign up to participate? \_\_\_\_\_
- ▶ On which date will you hold the event? \_\_\_\_\_

# Investigate and Learn

What does your group currently know about the issue related to your chosen WE Villages Pillar of Impact? What facts and images come to mind when you think about the issue?

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Ask your teacher to run the global issues portion of the Exploring Issues activity (**Educator's Guide, p. 30**) for the group using the global issue cards. As you learn about each issue, make note of how it affects the WE Villages Pillar of Impact of Impact you have chosen, and how your WE Villages Pillar of Impact makes an impact on each issue.

Education: 

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Water: 

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Health: 

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Food: 

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Poverty: 

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**REFLECTION TIME:** How has your understanding of the issue changed since you started researching it?  
How can your group use this new understanding to improve your campaign?

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# Action Plan

Make sure each group member can explain the details of your event before speaking to other students about it. Review the Setting Your Goal section you filled out on **page 68** and practice explaining the campaign to each other. Take turns asking each other questions and answering basic questions about the campaign.

- ☐ When is this campaign happening?
 ☐ How can others get involved?
- ☐ Why are you doing this campaign?
 ☐ What is WE Villages?
- ☐ What is your goal?
 ☐ How are the donations being used?



Next, discuss how the group can spread awareness about WE Step Up. Check off at least three ways you will tell others about your campaign. Assign each task to a different member of the team.

|                                                                          |                                                                                                |                                                                                                 |
|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> School announcements                            | <input type="checkbox"/> Put up campaign posters (see poster section of kit) or design posters | <input type="checkbox"/> Visit each homeroom in person to speak about your campaign             |
| <input type="checkbox"/> Talk to school sports teams about participating | <input type="checkbox"/> Social media                                                          | <input type="checkbox"/> Personalized fundraising webpage (contact your WE Schools Coordinator) |
| <input type="checkbox"/> Choose your own: _____                          | <input type="checkbox"/> Choose your own: _____                                                | <input type="checkbox"/> Choose your own: _____                                                 |

Next make a list of everything you will need to find before you can host your event. This might include an event space or walking route, sports and/or audio equipment, prizes, tickets (**template available on p. 73**) or pledge forms, change to give attendees, and route monitors, a DJ or a referee. Write these items out as a checklist and assign each item to a different group member.

|                                |                                |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

**REFLECTION TIME:** Is the work being shared equally?  
How can your group make sure to support each other as you go?

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# Take Action



Sit down as a group and list potential issues you could run into on the day of the event (e.g., not enough tickets, people can't find the event location, set up takes longer than expected).

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Now brainstorm at least three ways to solve these problems, either by preparing for them or by responding to them when they happen.

Solution #1

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Solution #2

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Solution #3

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# Report and Celebrate ★



When the campaign is over, sit down as a group and record the impacts you've made.

Share your success with WE Step Up by posting to social media using [#westepup](#).

- ▶ How many people participated? \_\_\_\_\_
- ▶ What kind of event did you hold (walkathon, water walk, danceathon, sports tournament, etc.)? \_\_\_\_\_
- ▶ How much money did you raise toward your goal? \_\_\_\_\_
- ▶ How many people did you reach through awareness-raising? \_\_\_\_\_
- ▶ Has your teacher contacted your WE Schools Coordinator about filling out an Impact Report? ☐ Yes / ☐ No

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

- ☐ How did your group do with its goals?
- ☐ What was the school's reaction to the event?
- ☐ Is there anything you would do differently next time?
- ☐ Besides the money and awareness your group raised, what impacts did your group make (e.g., involving your school, building a team, developing skills)?
- ☐ How can your group celebrate the impacts you've made together and the contribution that each group member made (e.g., a party, an assembly, shout-outs on the morning announcements, handmade cards)?

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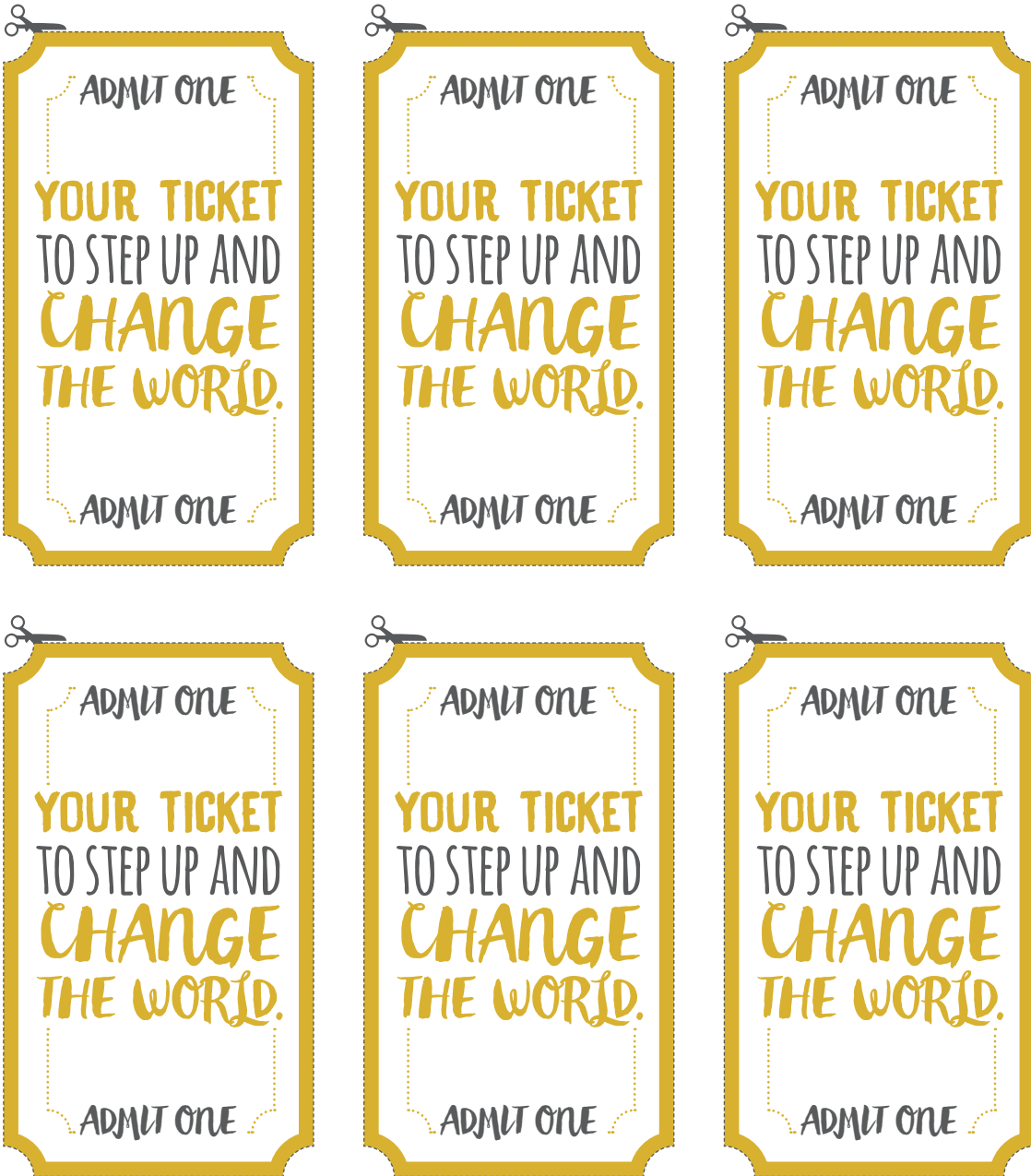
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# Creative Resource: WE Step Up Tickets

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/westepup](http://WE.org/westepup) so you can track anticipated attendance or participation numbers.





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life

WE ARE SOCIAL!

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