

D.I.Y. Campaign

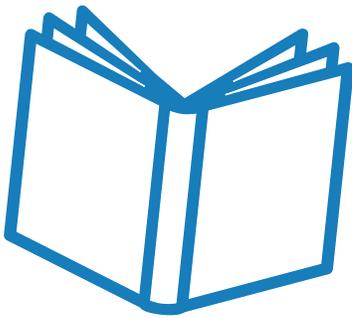
Take action with your own custom campaign.

Sometimes you've just got to do your own thing. With the D.I.Y. Campaign, you can create positive social change for a cause you care about, your way! We'll walk you through the process of planning your own totally customized campaign from start to finish by covering all the basic steps of taking action. Before you know it, you'll be on your way to stirring up some social good with your very own do-good campaign!



Fact: Giving back to the community teaches valuable life skills, improves one's health and helps unite community members.

Take Action at School

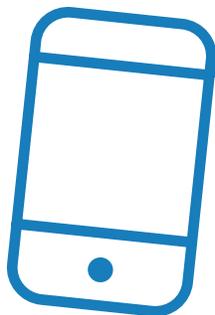


Reading Buddies

Create a reading buddy program at school. Have older and younger students get together once a week to read to one another.

Fun Fair

Kick-off the school year with a fair and raise donations of money or other useful items (e.g., canned food, clothing, etc.) for a local or global cause.



Get Social

Start a school social media account that inspires students to take action.

In the Classroom

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Visit our Library of Classroom Resources for lesson plans and ideas at [WE.org/educator-resources/library](https://www.we.org/educator-resources/library).

Take Action at Home

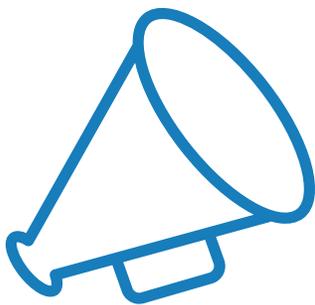
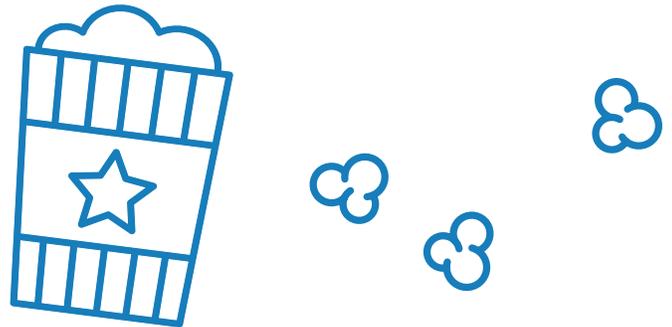


Pledge Together

Take a pledge with your family. You can do anything from reducing your carbon footprint to volunteering together.

Movie Night

Hold an educational movie night and invite friends and family. Pick a movie on a topic you want to raise awareness for.



Spread the Word

Start an e-newsletter for your family and friends, to raise awareness of important local and global issues and how everyone can take action.

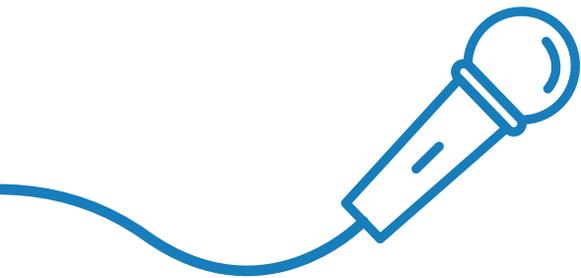


Tech for Good Badge

Create an app packed with ideas to inspire others to take action on local and global causes. Include information to educate others and raise awareness.

Go further: Create a social media campaign to encourage others to take action. Highlight other students' volunteer work, the impacts they have made and ways people can do good.

Take Action as a Community

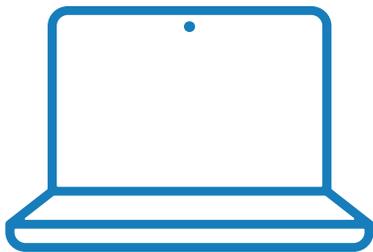
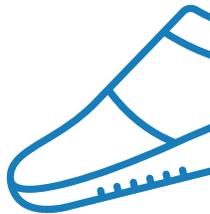
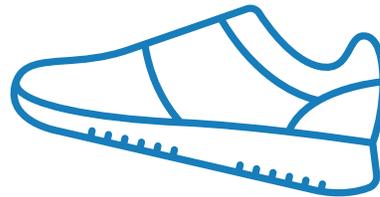


Talent Show

Host a coffeehouse or talent show with performances focused on local or global issues. It's a great way to bring people together to shine a spotlight on issues with creativity.

Walk-a-thon

Rally your community together for a walk or bike ride to raise funds for an issue that affects your community or the world.



Connect Online

Create a website that connects community members to opportunities that give back.

**PURPOSE + ACTION =
CHANGE**

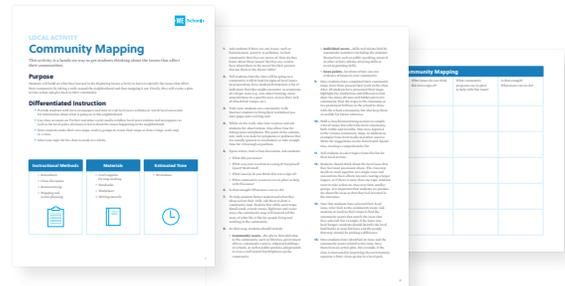
Campaign Resources

Find these activities and more at [WE.org/weschoolskit](https://www.weschoolskit.org).



Exploring Issues

Educator-led Exploring Issues activity for giving your group a crash course on local and global issues.



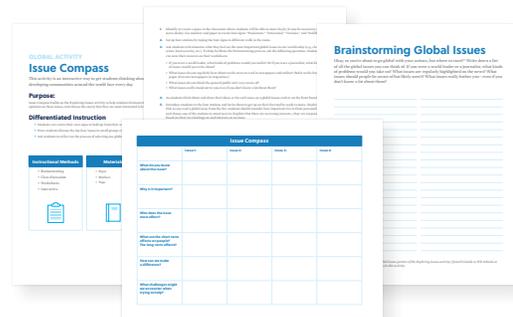
Community Mapping

Educator-led Community Mapping activity to help students investigate into the issues that affect their communities.



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

Setting S.M.A.R.T. Goals activity for coming up with an effective campaign goal.



Issue Compass

Educator-led Issue Compass activity to help students explore global issues that affect developing communities.

Find additional educator-led activities for learning more about your chosen issue at [WE.org/educator-resources](https://www.weschoolskit.org/educator-resources).

Get Doing

STEP 1

Investigate and Learn

With your class, go through the Exploring Issues activity* to learn about the issues that affect people in your community and around the world. You can do the activity with a focus on local or global issues, or both.



CHECKLIST

- Sign up for WE Schools
- Learn more about the issues with the Issue Cards and the Exploring Issues, Community Mapping and Issue Compass activities*
- Create an Action Plan
- Put up campaign posters
- Share your campaign on social media
- Plan your WE DayX
- Complete your Campaign Impact Survey
- Complete your Tech for Good Badge Survey

What did you learn?

For a local issue, ask your teacher to lead a group walk through your community and hold a discussion on which issues you are passionate about, using the Community Mapping activity.* Which issues did you notice? What are the causes and effects? _____

For a global issue, ask your teacher to lead the Issue Compass activity.* Which issues interest your group? What are the causes and effects? _____

Discuss with your group.

How are the issues you have been learning about related to each other? _____

How does taking action on one issue make an impact on other issues? _____

How can you use this knowledge in your campaign? _____

*Download these resources and more at WE.org/weschoolskit.

STEP 2

Action Plan

After choosing your cause, it's time to set a goal and plan your actions.

Set Your Goal

What is your goal for this campaign? _____

When will your campaign be running? _____

How many people would you like to get involved in organizing it? _____

How many people would you like to reach through awareness-raising? _____

Assign Roles

The key to planning a good campaign is understanding the skills, talents and passions that will help your group succeed. How could your group members use their talents to support your campaign? Brainstorm some roles and actions that make use of your group's talents.

Task	Group Member(s) Responsible

STEP 3

Take Action

Whether it's fundraising for a global cause or raising awareness for a local issue, your actions as a group will make a huge impact!

Tip: Remember to spread the message on social media with a fun, catchy name like #WEdoGood to make the biggest impact.



Don't forget to share pictures of your actions with us on social media with #WEdiy.

Reflect

As a group, discuss the following questions. Make sure everyone gets a chance to speak.

How did your group do with its goals? Did you run into any challenges? _____

Is there anything you would do differently next time? _____

What additional impacts did you make together (e.g., involving your school, spreading awareness, developing skills)?

How can you use your experiences running this campaign, as well as the awareness raised by this campaign, to make your next one successful? _____

STEP 4

Report and Celebrate

After completing a campaign, it's important to reflect on your hard work and celebrate your achievements.

Report

What was the outcome of your campaign compared to your original goal? _____

How many people were involved in organizing your campaign? _____

How many people did your campaign reach through awareness-raising? _____

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? _____

Celebrate

- Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.
- Share photos of your actions with your school, community and WE Schools Program Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or WE DayX.

Thank everyone who supported your campaign!

Use this space to brainstorm ideas to thank your supporters! (E.g., personal thank you cards.)

