

Huddle for Good Guide

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**Your go-to guide of inspiring ideas and activities for
doing good in your community with family and friends**

Ignite Your Passion for Doing Good

Huddle to make a difference with this guide we made just for you.

You have the power to make a meaningful impact in the lives of others with your everyday actions, big or small. When you come together with those around you, at school and at home, to support the causes you care about, you not only create positive social change, you inspire others to get involved too.

There are tons of benefits to giving back. When you combine social action with socializing, you connect with others in a whole new way. You have the opportunity to spend quality time with the people in your life by working together to achieve a shared goal. You'll feel more connected to your community and to helping it thrive. And when you see the results of your efforts, you'll be amazed at the incredible things you have the power to accomplish.

It's easy to spark positive social change when you follow this simple four-step guide to huddle for good. From finding a cause you're passionate about to identifying the ways you can make a difference, we'll help you every step of the way to achieving your goal. Packed with tons of ideas and activities to inspire you, this guide will help you kick-start your huddle for good!

Together, we can build a better world where everyone can thrive.



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Huddle for Good

The NFL and WE are teaming up behind Huddle for Good, inspiring people of all ages to give back to their communities and make a real difference. Huddle for Good is just one part of the NFL's broader Huddle for 100 campaign celebrating its 100th season. It's about leveling the playing field to create a future where everyone can get in the game and be a force for good to create lasting change.

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Follow these four steps to huddle for good and spark social change!

1 Investigate and Learn

It all starts with finding the cause that's most important to you and learning more about the root causes of that issue and how to tackle them. In this section, we'll share some tips to kick-start your do-good actions!

2 Action Plan

After choosing the issue you want to tackle, it's time to create an action plan! In this section, you'll learn how to identify the steps you need to take in order to reach your goals, and how to create an actionable plan. Check out our ideas and action-plan checklist to help you make an impact.

3 Take Action

Now it's time to get out there and get doing! Whether you've chosen to do an awareness-raising event or campaign, or a fundraiser, check out this section for tips on how to stay on track.

4 Celebrate

It's important to celebrate everyone's hard work in helping to make a difference. Whether you choose to throw a party or send thank you letters, remember to thank everyone who supported your cause. Plus, don't forget to also reflect on the impact you helped create.

>>>> *Ready to get doing? Let's get started on making a difference!*

STEP 1

Investigate and Learn

Find the cause you are passionate about.

We're all energized by our passions, and when we apply them to an issue we care about, the impact is extraordinary! As you huddle together with family and friends to help others, you'll ignite your own passion to do good and inspire others to do the same. Not sure where to begin? Here are three ways to help you identify a cause that's important to you.

1. Make It Personal

Supercharge your do-good actions by finding a personal connection to a cause you care about. Start by thinking about issues affecting those around you—family, friends or neighbors—and what you can do to help. Whether you are passionate about fundraising for medical research or taking a stand against bullying, there are so many ways to contribute, and it all starts with identifying what matters most to you.

2. Explore Your Community

With friends or family, take a walk around your neighborhood to look for issues close to home. You may notice something that's present, like litter, or something that's missing, like wheelchair accessibility. Reach out to community resources or local organizations to find out how you can help.

3. Go Beyond

Explore issues that reach beyond your community and that affect those around the world: human rights, sustainability, natural disasters, poverty, access to education, food security. By putting ourselves in another person's shoes we can learn more about the issues affecting others. Discuss with your group and you may find that your passions and interests lead you to look beyond your local community.



STEP 2

Action Plan

Create an actionable plan with steps, so you can work toward your goal.

From volunteering your time to collecting much-needed items, there are many different actions you can do to give back to your community. Discuss with your group how to best move forward to achieve your goals and then decide on a course of action.

Five Ways to Make an Impact



1. Volunteering

By giving your time and talent to an organization, you'll help them carry out their mission while becoming part of the solution.



2. Awareness-raising

Speak up, reach out and raise awareness for a cause or issue in order to deepen others' understanding of its importance. Post on social media, write to local news outlets or host an assembly.



3. Material Support

Collect donations of items like canned goods, gently used clothing or other needed items.



4. Advocacy

Take a stand on an issue by collecting signatures for a petition, calling or writing to government officials, voting—whatever action you choose, let your voice be heard!



5. Behavioral Change

Directly impact individuals by helping to turn their bad habits or routines into positive ones, like educating others about an important issue.

Action Plan Checklist

- ☐ Decide on your cause.
- ☐ Pick a charity or organization and let them know you want to help.
- ☐ Decide on the type of action—is it a single event or longer-term campaign?
- ☐ Set a timeline and a **S.M.A.R.T. goal** (specific, measurable, achievable, relevant, time-bound).
- ☐ Organize your group and assign roles, including a leader and treasurer.
- ☐ Create an engaging web or social media page that tells people why you're taking action and how they can contribute.
- ☐ Track your progress and watch as you reach your goal.
- ☐ Share updates with your team and supporters. Don't forget to include **#NFLHuddlefor100** on social media.
- ☐ Tally your fundraising proceeds or donated goods and deliver them to your chosen organization.
- ☐ Celebrate your team's success and thank everyone who made it possible.

Looking for ideas? Here are five actions to get you started.



WE Scare Hunger

Fight local food insecurity by trick-or-treating for canned goods and donating them to a local food bank.

[WE.org/wescarehunger](https://www.wecarehunger.org)



WE Go Green

Go green and take a sustainability pledge or start a garden at school to ensure our planet stays green.

[WE.org/wegogreen](https://www.wegogreen.org)



Fighting Cancer

Volunteer or participate in a walk to raise awareness about cancer prevention and risk reduction. You can also raise funds to support cancer research.



Military Appreciation

Show your appreciation for the people who serve your country by writing kind cards and letters of thanks.

Play it forward with NFL PLAY 60

Take action to improve the health of your community. Help your peers and classmates build the foundations for a healthy lifestyle through boosting physical activity and promoting healthy eating habits. [NFL.com/play60](https://www.nfl.com/play60)



STEP 3

Take Action

It's time to huddle and make a difference!

Stay on top of your action plan to ensure you reach your goal. Check out these tips to help you on your journey to doing good:

Huddle up!

Many hands make light work. Recruit as many volunteers as you can to help you take action and achieve your goal. Assign roles so that everyone knows exactly what to do to contribute and to truly make it a team effort from beginning to end.

Be accountable

Update your volunteers and supporters by tracking your progress in a transparent and accessible way, such as creating a fundraising or campaign page. Remember to assign a treasurer to track the money you raised or items donated.

Educate and inspire

Share impact stories, photos, activity updates and campaign results through social media. You can even bring in a guest speaker—a community leader or someone from your chosen organization—to share their knowledge with your group.

Tips for Spreading the Word

- ☐ Choose a catchy campaign slogan or tagline (think along the lines of “Huddle Against Hunger”) and tag [@NFL](#) or your favorite team on social media.
- ☐ Create social media pages to generate excitement, update supporters and promote upcoming events.
- ☐ Share stories of impact and help people feel like they're part of something meaningful.



STEP 4

Celebrate

Share the “feel good” vibes and celebrate.

You did it! Congratulations on your group’s success in helping to make a difference in the world. Now it’s time to celebrate. This step is important to acknowledge all the efforts of your group and the help from supporters. It’s thanks to them that you were able to make an impact. Host an assembly, throw a party or brainstorm other fun ways to celebrate. Remember to let everyone know the results of your work, such as the dollars raised, hours volunteered, items collected or people helped.

Honor your favorite NFL team by using a tag with their name—**#[TeamName]Huddlefor100** (i.e., **#EaglesHuddlefor100** or **#PackersHuddlefor100**)—on social media, and use the tag **#sweepstakes** to be entered for a chance to win awesome NFL Huddle for 100 prizes.

It’s also important to reflect on the impact you helped make. Reflecting on your actions will help you evaluate your skills and review your action’s effectiveness. It will give you a different perspective from when you started and give you the confidence to do even better the next time. Ask yourself and your group questions like:

- ☐ Did you run into any challenges? How did you overcome them?
- ☐ Is there anything you would do differently next time?
- ☐ Did other issues come up when you were taking action?



The WE and NFL Huddle for 100 Partnership

NFL Huddle for 100 is committed to giving back to communities, which is why they're teaming up with WE for Huddle for Good to help make a meaningful impact in the world. They want to inspire people everywhere to give back and make a difference. By taking action on important causes, we all have the power to level the playing field and create a future where everyone can take part. Through Huddle for Good, be empowered to make a meaningful impact in the world. Together, we can change the world.

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