

D.I.Y. Campaign

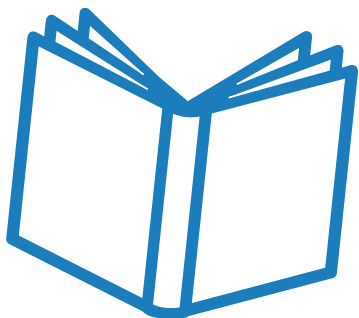
Take action with your own custom campaign.

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 your health and helps unite community members.

Take Action at School

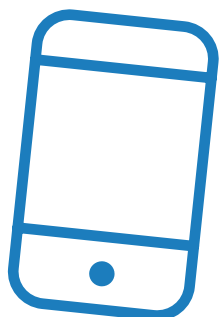


School Buddy Program

Pair up older and younger students once a week to read together, work on class assignments, or simply to connect with 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.



Spread the Word

Start or expand on your school's social media channels to include sharing activities of service-learning in action. Consider your audience and what social media platforms your friends and family visit most often.

Grants and Awards for Students and Teachers

We have grants available to support youth and groups who participate in service-learning activities, as well as the \$500 WE Teachers Award that recognizes teachers who go above and beyond. You can visit the WE Virtual Learning Center at [WE.org/WVLC](https://www.we.org/WVLC) to explore the options and apply directly.

Take Action at Home

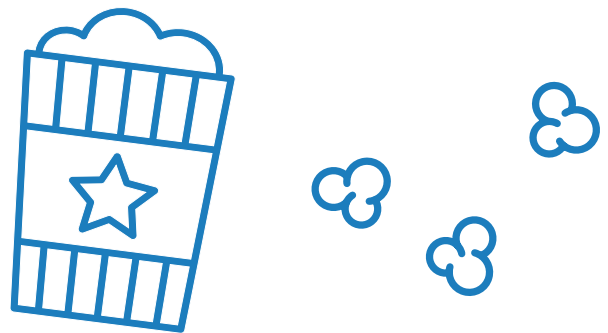


Pledge Together

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.



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.

Helpful Resources

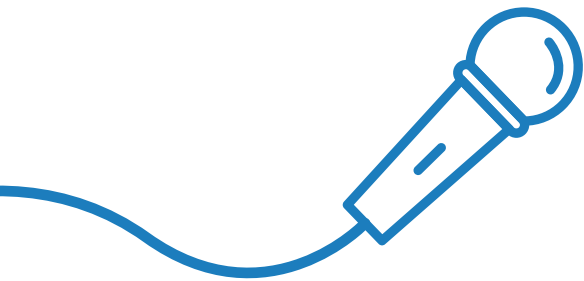
There are many helpful resources for your group or classroom that can be accessed by teachers at the WE Virtual Learning Center.

Registration is quick, and all resources are free. On the WE Virtual Learning Center, you'll find:

- Service-learning guides, with teacher and student versions to make service-learning easy.
- Lesson plans and issue cards that deep-dive into issues from the environment to well-being to anti-racism.
- Issue specific campaigns for your class.

Visit [WE.org/WVLC](https://www.weschools.org/WVLC) to register and access these resources.

Take Action as a Community

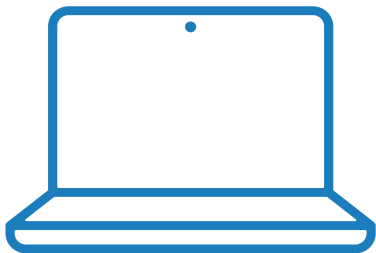


Talent Show

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.

Community Beautification

Rally your community around a neighborhood project that brings everyone together, like a spring clean-up, garden or tree planting. It's also an opportunity to get your city, town or school officials involved.



Connect Online

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

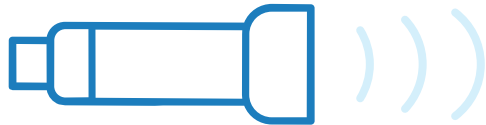
**PURPOSE + ACTION =
CHANGE**

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.



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? _____

Teachers can register for the WE Virtual Learning Center to download free resources for the classroom.

[Visit WE.org/WVLC](http://WE.org/WVLC)

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

It's time to get out there and make it happen! Even small actions can make a difference. Taking action comes in many forms—you can raise awareness, donate money or needed goods, or volunteer your time and skills. Here are six different ways to make an impact.

Advocacy	Educate others about topics that affect the public. These include projects that aim to create awareness and inspire action on issues that impact your community, your country or the world.
Awareness-raising	Focus the attention of others on a cause in the community or in the world. Regardless of the action you take, the objective is to increase others' understanding of broader issues.
Behavioral change	Directly impact individuals by helping to turn their bad habits or routines into positive ones like educating others about an important issue.
Fundraising	Working on broader issues, collect donations of money from individuals, businesses, charitable foundations or government agencies for a project that will benefit others.
Material support	Collect donations or items like canned goods, second-hand clothing and books for a charitable cause.
Volunteering	Make a meaningful, direct impact in the lives of others by giving your time to a cause you care about. This could mean staying within your neighborhood and helping out locally or helping a community in another country.



STEP 3 CONTINUED...

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 by tagging us @WEteachers.

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? _____

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
- Share on social media, using your school handles. Don't forget to tag us @WEteachers so that we can share on our channels

Thank everyone who supported your campaign!

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

