



**Social
CHANGEMAKERS**

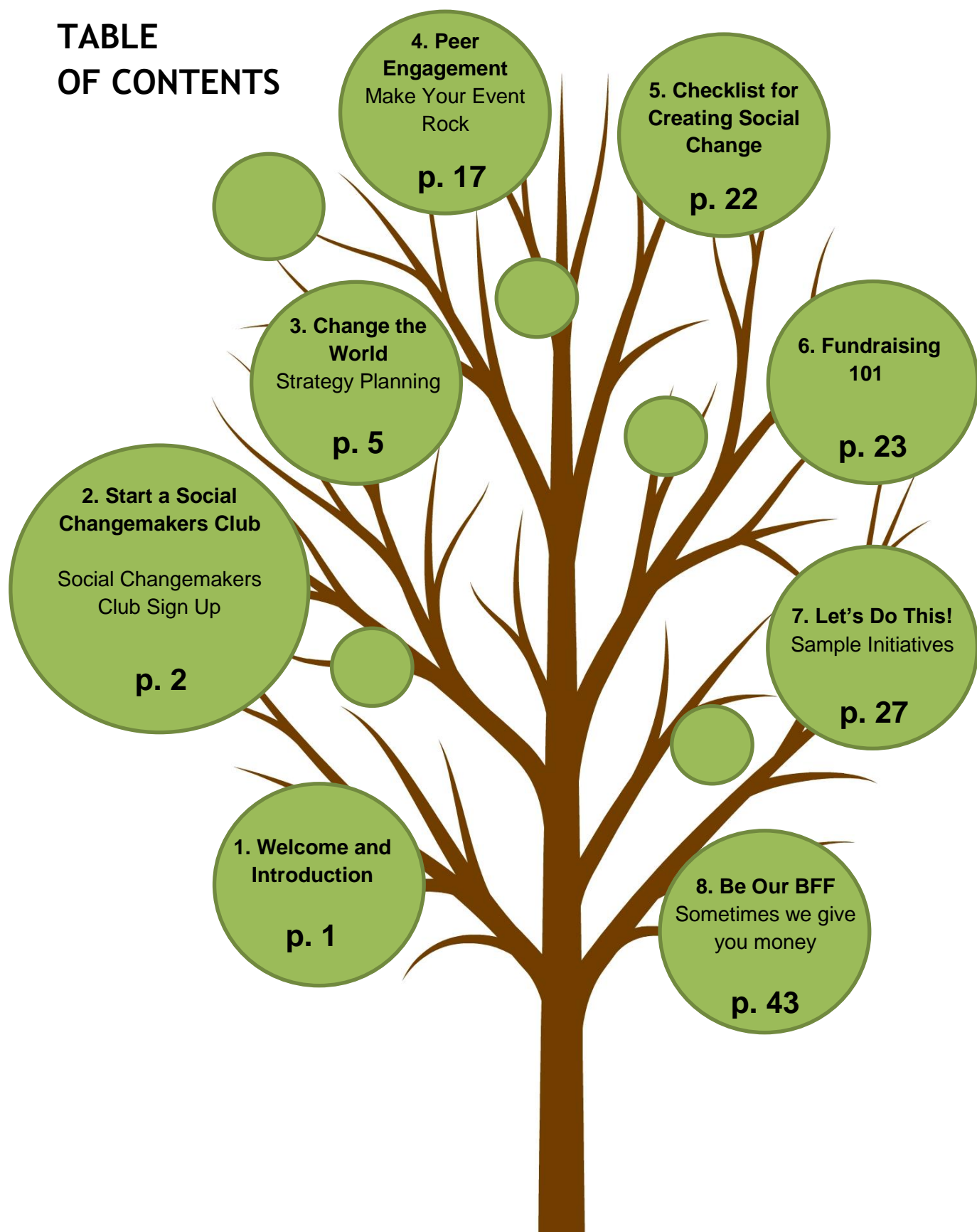
ACTION KIT



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WELCOME SOCIAL CHANGEMAKERS!

We are thrilled to have you partnering with us to make the world a better, more inclusive place where all people are accepted for who they are. We cannot do this without you!

Objectives

The Social Changemakers Action Kit is designed to make creating change in your school and community a little easier. We know as students you have a lot on your plate already but as young leaders who are dedicated to social change it's hard to sit around while racism, ableism and heterosexism (just to name a few) still exist in your school halls.

This **Social Changemakers Action Kit** is designed to help you start your own club and plan events. The kit includes:

- This handy, dandy handbook for Social Change including sample initiatives
- 4 Social Changemakers Planning Templates + marker to sketch it out
- 2 Event Posters with space to add your event info
- Buttons
- Stickers

Looking for more? Check out www.socialchangemakers.ca for:

- Copies of our resources and materials you can purchase or download for free
- Links to great multimedia resources and other websites
- A place to **SHARE YOUR STORY** through our very own blog
- Links to all our social media
- Application forms for our Scholarships and Social Changemakers Award



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Social

CHANGEMAKERS

is the youth branch of **Harmony Movement**.

START YOUR OWN



This section will give you the tips you need to get your SC club started!

Follow all school/district policies and guidelines

Check what the school's rules are for student groups. These rules may require you to seek the permission of a teacher and the school administration.

Advertise your group

Use the materials provided and ones you create to share about the group around your school to gain the interest of other students and make announcements to spread the word.

Develop a mission or vision statement

We know that you are interested in creating a positive impact in your school, eliminating all forms of discrimination, and setting up a more equitable space, but the rest of the school does not know that. Create a mission or vision statement that explains what your club is all about and what you plan on accomplishing. It should only be about 20 words.

Use this template to help:

<Club name> is a <club description> that <description of your work> in order to <club goals or mandate>.

Speak to your school administration

Be sure to include school administrators in your planning. They can help demonstrate that your group is a valued and important part of the school community. Administrators serve as an important liaison between students, teachers, parents, school boards and the community.

Schedule your first meeting

Come up with a time that you and other interested members can meet to begin planning.

Establish clear guidelines

Think about establishing ground rules for group discussions that reaffirm responsible and respectful behaviours. In addition to creating a welcoming environment, work together to develop and establish a group philosophy that can be posted or read at each meeting.

Plan for the future

What are some of your future goals? Are you planning a Social Changemakers day this year and want to plan for an entire week next year?

Is there a club at your school that is already creating social change?

Attend a meeting and see what they are all about. You may still choose to create your own SC club, but there may be opportunities to partner with them on projects.

Social Changemakers Club Sign-Up Sheet

NAME	EMAIL	PHONE

Tips to make your group sustainable

Create awareness

If the students, parents, and faculty at your school are not aware of what the Social Changemakers Club's intentions are it will be very difficult to convince them to be on board or to be a part of creating change. Make sure you create awareness about who you are, what you plan to do, and how this club will impact the school community.

Check for Motivation and Passion

Once the school community is aware of the reasons why change is needed, what you plan to change and how you plan to change it, assess to see how many people are on board with you. Simply being aware of the issues doesn't create change. Having motivation and passion is essential for learning how to act. Find out what members of the group are passionate about, what the school community is interested in, and plan events to combat issues that members of your community are familiar with and motivated to change.

Assess Leadership Styles/abilities/talents

Find out what types of leadership styles you have within the group. Are some people organizers and others megaphones? Use their leadership styles as tools in a tool box, all are necessary but often used differently. Assess what you have and come up with roles for members accordingly by incorporating the different talents and abilities of your group. The more diverse and inclusive your group is, the larger the impact it will have!

Create Opportunities

Remember to create opportunities for new members to become involved. This is crucial especially within a high school setting as senior students graduate and will inevitably have to leave the group. Ensure you are bringing in representatives from younger grades to maintain your club's long term success. Make sure you have built in opportunities for success. Change can take time, be difficult, and sometimes feel like an uphill battle. Make sure you are able to create opportunities for success and celebration to get you past these barriers. If you don't, you may burn out quickly. Discuss how you will measure success and how you will celebrate when you see change happen.

Feedback

It is important to measure and collect information about how you have created change. This is an important part in any long term project. You will want to be able to report back to teachers, administration, peers and parents about why your club is a success and what it has changed. How will you collect that data? How will you share that information with those around you? How will you measure your success? This can be done through questionnaires, personal testimonies, or you could get creative and inform your school by doing a presentation, by making a documentary, etc. Try to figure out in the beginning how you want to measure the change in your school. This will help in further funding, faculty support, and will work as a sort of 'Thank You' to all those who attended your events, or took part in your movement throughout the year.

CHANGE THE WORLD - Strategy Planning

Choosing a theme

So, you want to make a difference in your school or community? You should first decide what issue or issues you want to address. Here are a few steps you can take to make that decision.

UNDERSTANDING YOUR SCHOOL – SWOT ANALYSIS

A useful tool for identifying problems and needs is a SWOT Analysis. SWOT stands for Strengths, Weaknesses, Opportunities and Threats.

A larger copy of this worksheet can be found in the back of your binder.

As you go through the process of strategy planning you may find your theme, goals and resources don't always align. Feel free to change the theme of your work to match your goals and resources throughout the process.

Strengths: What does your school do well? What do you like about your school environment?	Weaknesses: What areas of your school environment need improvement? What areas need further development?
Opportunities: What opportunities, programs, and resources exist for students at your school?	Threats: What issues or problems pose a threat to students, their safety, or their success?

IDENTIFY PREVALENT ISSUES - 3 R's ANALYSIS

As a group get a large paper and fill out the following table in regards to your school or community. Take this time to review the issues from your SWOT analysis above. Do your responses address the root cause of the problem or serve as a temporary solution?

A larger copy of this worksheet can be found in the back of your binder.

REFLECT What are the issues?	RECOGNIZE What causes the issues?	RESPOND What can you do?
Hunger	-Inadequate jobs/very little social assistance/ inadequate pensions -Poor growing conditions due to environmental degradation/global economic inequity –(i.e. sweatshops)	Urging government to promote more full-time positions, increase wages, improve social assistance -Starting a community garden, holding multi-national corporations accountable - Food bank donations, international food aid programs, child sponsorship programs

Once you have brainstormed all of the issues, focus on one or two that you are most passionate about.

Work with what you've got

The key to being a successful Social Changemaker is combining your resources, skills and abilities within your group. Everyone brings something different and using everyone's unique strengths will lead to the most effective and impactful initiatives.

IDENTIFY YOUR SUPERPOWERS

Everyone brings different individual skills to the table.

- Take five minutes alone to write out your strengths
- Share your top three skills and abilities with the group

Here's just a sample of some of the character strengths & skills you may have:

Creative	Courageous	Works well in a team	Able to persevere	Kind	Love of Learning	Leader
Curious	Understanding	Honest	Enthusiastic	Good sense of humor	Networker	Connector
Good Speaker	Technologically Savvy	Brave	Good Communicator	Optimistic	Listener	Musical
Athletic	Independent	Design	Marketing	Planning	Organized	Artistic

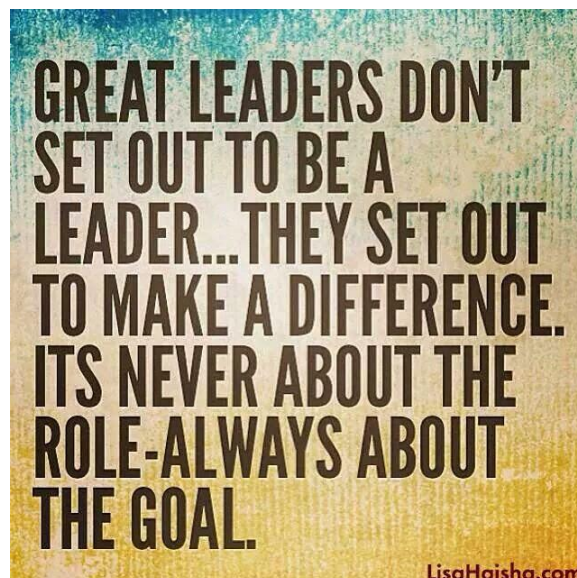
AND MORE!!!

UNDERSTAND YOUR LEADERSHIP STYLE

There are many different forms of leadership. Having various types of leaders working on the same project helps bring in different perspectives and knowledge and leads to more successful initiatives.

Here are just six leadership styles:

- **Dreamers:** Have a clear vision for the future



- **Megaphones:** Speak up against injustice
- **Spark Plugs:** Bring people together
- **Guides:** Share their knowledge and skills as mentors
- **Storytellers:** Experience, understand and communicate what they have discovered
- **Organizers:** Coordinate and plan

(Adapted from TakingITGlobal)

IDENTIFY EXTERNAL RESOURCES

What resources do you have access to...

...in your school?	...in your community?	...in your networks?	...and beyond?
<i>For example:</i> -Teachers -Administrators -Other school clubs -Materials -Venue space	<i>For example:</i> -Local community groups or clubs -Resources from local health organizations -Town or City Council -Rotary Club	<i>For example:</i> -Family members with helpful skills -Friends with knowledge in a certain area or abilities -Business owners	<i>For example:</i> -Websites -Materials -Previous -Experiences -Grant from a foundation -THIS KIT!

Selecting a template

PUT IT ALL TOGETHER AND WHAT HAVE YOU GOT?

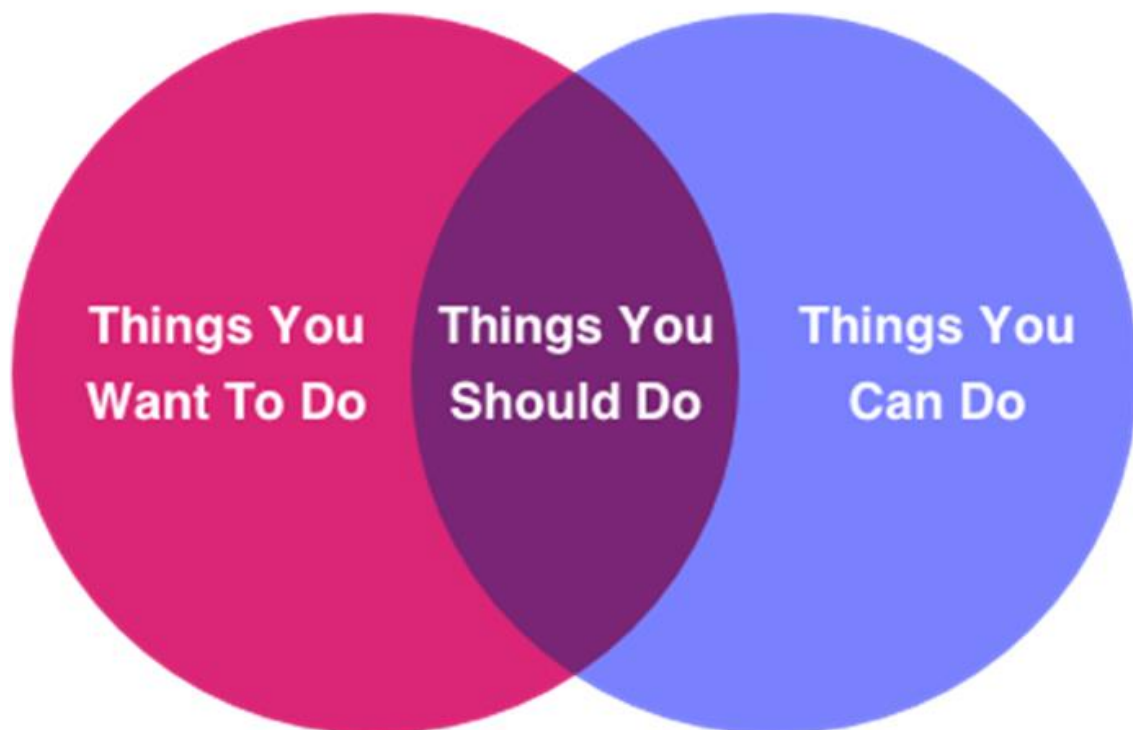
By now you may have a pretty good idea of what issue you want to deal with, how you want to tackle it and what resources you have to use. This exercise will help you make sure everything lines up as well as you imagined it. Don't worry if it doesn't; there is still room to make changes to your plan.

Draw a Venn diagram with two circles like the image below...

- On the left, list the issues in your school or community you wrote in your SWOT.
- On the right, list the strengths of your group and resources you have listed above.
- In the middle pick out where your resources and the issues you want to address align. This will help you narrow down what you should do.

Having Trouble?

Use the sample initiatives we've included in this Action Kit to help come up with ideas of things you '*can*' or '*should*' do.



REVIEW TIME

Once you've come up with a listing of events, initiatives and actions. Take a look at all of them. At this point:

- Pick the primary issue you are looking to address. By picking one issue you can still tie in (and should explain) how it is connected to other issues. This is known as INTERSECTIONALITY.
- See how many initiatives/action/events you have that address that issue and whether or not they make sense. Count how many ideas you have.

MAKE A PLAN!

In this kit we have included templates for a Social Changemakers Day, Week, Month or Year!

To decide which template to use CONSIDER:

- Length of time of each initiative
- How much planning time is required
- Financial resources available
- Expected impact of each initiative
- Number of initiatives planned
- Number of club members and volunteers you have to help out

What is Intersectionality?

Every individual has an identity made up of many different pieces. For this reason, a person may at one time experience benefits while also experiencing discrimination in another area. The way these different aspects interact and change a person's experience is known as intersectionality. For example, a white, trans person's experience will be different from a trans person of colour's experience due to the additional influence that race has on an individual's experience.

Social Changemakers Week

Depending on your resources and club members we recommend planning a Social Changemakers Week.

This way you can do multiple events and have a high impact and do not have to commit to activities for a full year.

Just make sure you've built in some sustainability.

See the *Making It Last* section for more tips.

SCHEDULE YOUR INITIATIVES

Once you've selected whether to use the day, week, month or year template start planning your initiatives throughout the timeline. During this process recognize that **dates may change** especially if you require permission to hold an event.

When scheduling events CONSIDER:

- How many people will be available to help at each event, and how many people do you think you will need?
- How much time you will need to prepare for the event?
- How can you set up your events to ensure the maximum impact? For example you may want to build knowledge within the school by holding an assembly or bringing in a speaker before taking on a petition or letter signing campaign.
- How do you want to schedule your events? How close or far do you want them to be?

"NEVER DOUBT THAT A SMALL GROUP
OF THOUGHTFUL, COMMITTED
PEOPLE CAN CHANGE THE WORLD.
INDEED, IT IS THE ONLY THING
THAT EVER HAS."

Margaret Mead

SAMPLE DAY, WEEK, MONTH, OR YEAR PLANS

*A star denotes that you can find more planning tools for the initiative in the Action Kit. For each template there is a sample schedule, please adapt these for your school.

Social Changemakers Day

- Make a morning announcement to remind the school of the day's events!
- Host a 'buy out' to take part in a **Documentary and Discussion*** for grades 11 and 12
- In the afternoon, present a **Peer to Peer Workshop*** for grade 9 and 10 students. Create a 45 minute workshop that you can do as many times as possible for different groups of students. Try to limit groups to roughly 30-35 students.
- Throughout the day make announcements that **Highlight Days of Significance to Different Cultures, Religions and Groups***

Social Changemakers Week

Monday	Tuesday	Wednesday	Thursday	Friday
Morning Announcement Present facts about the issue you are addressing. Recognize being on First Nations, Metis, or Inuit Land.	Morning Announcement Present facts about the issue you are addressing. Recognize being on First Nations, Metis, or Inuit Land.	Morning Announcement Present facts about the issue you are addressing. Recognize being on First Nations, Metis, or Inuit Land.	Morning Announcement Present facts about the issue you are addressing. Recognize being on First Nations, Metis, or Inuit Land.	Morning Announcement Present facts about the issue you are addressing. Recognize being on First Nations, Metis, or Inuit Land.
Start the week by launching a Poster Campaign*	Pay it Forward Day*	Host a Documentary and Discussion* in the cafeteria	Set up a Speakers Corner* where students can discuss what they have been learning about all week	End the week with an Equity Fair where you have booths discussing different issues, get partners from other clubs

Social Changemakers Month

Week 1	Week 2	Week 3	Week 4
Mon, Wed, Fri Morning Announcements Share what you have planned for week	Mon and Fri Morning Announcements Share what you have planned for week	Tues and Fri Morning Announcements Share what you have planned for week	Mon, Wed, Fri Morning Announcements Share what you have planned for week
Monday start your Who Says Campaign*	Monday start an Interactive Art Wall* for students to participate in throughout the week	Thursday have an equity based Fashion Show*	Tuesday have a lunch time Poetry Slam*
Friday organize an Assembly* addressing your issue			Friday end your SC month with a Guest Speaker*

You may want to have a theme for each week! For example you may want to focus week 1 on racism, week 2 on LGBTQ issues, week 3 on mental health and wellbeing and week 4 on ableism!

Social Changers Year

September	October	November	December	January
Start the hype	Stop cultural appropriation at Halloween	International day for the elimination of violence against women November 25 th	Research and Recognize all of the holidays you can think of	Take a break
Have a calendar posted at the front of the school that Highlights Significant Religious and Cultural Days*	Create a Poster Campaign* about cultural appropriation	Language Challenge*	Cultural and Inclusive Fashion Show*	Back from holidays and into exams time to focus on school!
February	March	April	May	June
Black history month	Social Media Campaign*	Pay it Forward Day* April 28 th	Asian Heritage Month	End the year with a bang
Documentary and Discussion*	Let the school know about your campaign and issues through Journalism or School Newspaper*	Interactive Art Wall*	Play the Airplane Game* in an Assembly*	Have an Inclusive Olympics*
	Start working on a Film/PSA* so it's ready to show by the end of the year		Show your Film at Assembly	Show your Film at Inclusive Olympics

You can attach a theme to each Month! For example you may want to focus the first month on the importance of accepting others culture and religions, second month on being an ally, third month on mental health and wellbeing and fourth month on LGBTQ and gender issues.

PLAN YOUR INITIATIVES

Go through each of your initiatives and draft a detailed outline.

Social Changers Initiative:

Description of Project:

Venue or Space Needed:

Materials/Supplies Needed:

Estimated Costs/Budget:

Roles and Responsibilities:

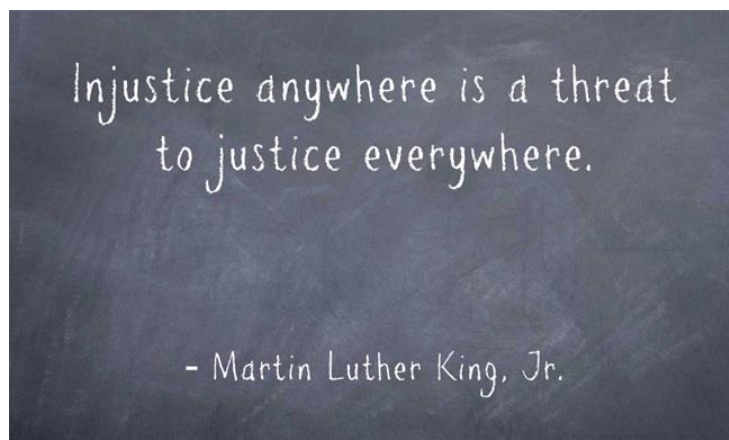
Example: Marketing- Posting flyers around the school building

Role	Responsibilities of this role

DO IT!

Once you've created a plan make sure the school administration or your club teacher gets the appropriate approval and permissions.

- Divide up the initiatives and the various aspects of the initiatives
- Make a plan to raise funds - *see the fundraising section of this booklet for tips*
- Find and book any required spaces for the event
- Set a regular meeting date for everyone to come together and share their progress



MAKE YOUR EVENT ROCK - Peer Engagement

Engaging Content

Here are some ways to make sure your events have the most impact:

- Choose a relevant, interesting issue and tie it to your peers' daily experiences
- Build excitement around your event by advertising in a thoughtful way
- Use simple language and explain your ideas as clearly as possible
- Use activities and movement to express your ideas whenever possible
- Consider different learning styles when developing events and initiatives, try to include as many ways to get involved as possible
- Think of different events and initiatives as an opportunity to have a conversation and engage other students, rather than a lecture demanding their attention
- Make a Call to Action – have something to do after an event

Spread the Word - Marketing

Here are some ways you can help get the word out about your club, events or other activities:

- Social media (facebook, instagram, email, snapchat)
- Posters - use the posters in this package
- Create a visual presence in the school - brand your events and clubs with Social Changemakers pins, stickers, posters and more so students will start to recognize your group
- School announcements
- Share your story in the school or local newspaper
- Go around to the various classes and ask for two minutes to plug your event or club
- Speak to your parent council, student council and other student groups about your club and events
- Be present and have a table at diverse events like a school tournament, community festival or sports events
- Share your story with Harmony Movement and we'll share it with our social networks
- DO EVENTS! If you hold awesome, amazing events buzz will spread about your club

MARKETING TOOL – ELEVATOR PITCH

Use this worksheet to develop your group's message that can be used to build awareness, promote your event or group and clarify your intentions.

ELEVATOR PITCH WORKSHEET	
Who is your target audience? Who are you trying to get your message across to? Example: teachers, principals, other students, personal contacts, local community groups family, and friends	
What is your topic? What are you trying to accomplish? Example: Start a club for students to create change in their school community	
CRAFT YOUR KEY MESSAGE	
Who do you do it for? Example: For any students interested in this club	
Why should your target audience care? Or, what's in it for them? Example: for those who experience discrimination and for others who want to support them	
What will you do? Example: we hold weekly meetings, workshops, events, and activities to educate the student body about how to stop discrimination and how to be effective agents of change	
Why is your approach different? Example: unlike other groups we work with faculty and community members to create change at various levels of student life	
PUT IT ALL TOGETHER	
Here you have your 30 second pitch! For example: The Social Changemakers Club is a student-run organization who holds weekly meetings to create a safer and healthier school community. We create a safe space for all who experience discrimination within the school community and have discussions about how we can be better allies and advocates to become effective agents of change. We partner with faculty and community members in order to make change at various levels of student life. With your support we can do it!	

Building partnerships

Partnership is entering into a working relationship with others for the purpose of achieving a common goal. In equity work, a partnership is a relationship of mutual respect, in which each partner is seen as having something to contribute, power is shared, and decisions are made jointly. (Adapted from Jo Tunnard, as cited by The Social Care Institute for Excellence, The Learning, Teaching and Assessment of Partnership Work in Social Work Education)

Building partnerships can help you achieve your goals with more ease and efficiency than if you were doing it alone. Partnerships help to share the workload, offer specialized skill sets, offer a chance to meet and learn from others, and help ensure there is a reduction of overlap between services or information provided.

HOW TO CREATE PARTNERSHIPS

Brainstorm

- Who do you know? - Are there teachers, community members, other students or groups at the school that you think could help support you? Do they have skills, expertise, or tools that would be helpful to you?
- How could they help? How much support is needed from them? What would you like both parties to contribute and what do you want them to commit to?

Approach Them

- Once you've created a list of people you think could help you in your endeavours bring your elevator pitch and to them and ask them if they would be interested partnering with you

Maintain a Positive Relationship

- Ensure that you effectively communicate at all times with partners by sharing information in a timely manner
- Make partners a part of the decision making process, they can likely bring in a new perspective that you may not have thought of
- Thank your partners for assisting you and help them when they ask
- Remember that all partnerships are mutually respectful and collaborative, generally working towards the same goal and committed to creating the same change

If you want to go fast,
travel alone.

If you want to go far,
travel together.”

– African proverb

(exact country unknown)



NETWORKING TIPS

What is networking?

A network is simply a group of people you're connected to through family, friends, work, education, and community. Really good networkers are comfortable having conversations with new people and they don't come across as trying too hard to sell themselves

Using your network

The beauty of networking is that the people in your network also have networks of their own. When you talk to the people in your network, it's always a good idea to ask if they know of anyone else you could talk to about issues or opportunities.

Remember to be polite and professional. Good networkers share in the lives of others by giving and receiving information, advice, support, and commitment. It's important to find a healthy balance between natural conversation and being clear and direct about what you're looking for, without coming across too strong or pushy.

You have already started networking!
Here's a list of people you could consider as part of your network:

Family members and friends
Neighbours
Club members
Teammates and classmates
Teachers and coaches
Employers and co-workers
Community leaders
Librarians
Doctors/dentists

Expanding your network

Networking is all about leveraging relationships, so if you want to expand the network of people you're currently connected to, all you need to do is get to know more people!

Here are some ways you can expand your networks:

Volunteer and join associations - Many groups and associations can help you meet people in a particular industry or area of interest.

Get in touch with potential contacts for information interviews - Make a list of people you'd like to connect with. Find their contact information online and see if they will meet with you. The information interview can be a useful way to connect issues and build knowledge about different areas, come prepared with a set of relevant questions so you can make the most of their time.

Find networking events – different websites have groups that regularly get together around certain issues, use the internet to research if there are any groups like this in your area.

Connect with social media – connect with different people all around the world who are tweeting about the issues that matter to you, follow them and start a conversation.

Making it Last - Sustainability

You've put a lot of planning into your initiatives and events, but how do you make them have a lasting impact? How do you make sure that your movement continues to grow and actions result from your knowledge building? Here are some things to consider:

How can you provide opportunities for others to stay engaged and aware of the issue?

What do you want your audience or participants to do with the information and knowledge they have gained?

Example: during the event include a Call to Action, where you ask people to do something specific after the event.

How can you motivate others to take leadership within the movement?

Example: at the end have a club sign-up sheet so people can express their interest or ask them to follow you on social media.

CHECKLIST FOR CREATING SOCIAL CHANGE

<input type="checkbox"/>	Get a teacher on board
<input type="checkbox"/>	Create a group of like-minded individuals to work together
<input type="checkbox"/>	Set a regular place and meeting time
<input type="checkbox"/>	Spread the word about your club or group
<input type="checkbox"/>	Pick a topic or issue to address in your school or community
<input type="checkbox"/>	Identify Resources
<input type="checkbox"/>	Choose initiatives to address issue
<input type="checkbox"/>	Choose a template
<input type="checkbox"/>	Choose tentative dates
<input type="checkbox"/>	Get dates approved by school administration
<input type="checkbox"/>	Create a budget and a fundraising plan if needed
<input type="checkbox"/>	Approach other partners that could assist in event if haven't already
<input type="checkbox"/>	Divide responsibilities and roles for each initiative including fundraising if needed
<input type="checkbox"/>	Plan and build up content for the initiatives
<input type="checkbox"/>	Find spaces/venues to hold event
<input type="checkbox"/>	Gather materials for your initiatives
<input type="checkbox"/>	Spread the Word
<input type="checkbox"/>	Arrive early to set-up
<input type="checkbox"/>	Do the THING!
<input type="checkbox"/>	Debrief and evaluate your initiative through your group and feedback from others who participated
<input type="checkbox"/>	Build on the idea or issue a challenge - make it sustainable, continue it forward
<input type="checkbox"/>	Tell Harmony Movement what you did!

Fundraising 101

Planning a Fundraising Event

Here are some important factors to consider:

- **Staffing.** How many volunteers do you need for your campaign? Do you have a leader willing to plan, coordinate and commit to the event's success?
- **Assign responsibilities.** Make sure everyone is clear about who is responsible for what and deadlines. Encourage volunteers to choose roles that match their interests and skills.
- **Set a time, date, and place.** Choose a date and time that makes sense for the activity and your audience. Estimate how many people you think will attend, and reserve an appropriate venue.
- **Create a schedule and stick to it.** Make a calendar including all the key milestones for planning your event, and be sure everyone has a copy. Send out reminders if dates are missed.
- **Planning Time.** How much time do you need to plan and implement your fundraising idea? When do you need the money by?
- **Expenses.** Create a budget. Have a realistic projection of the amount of money you will make and expenses for your initiative. It is critical that fundraising events are cost effective -- expenses should not exceed 10-20 percent of all collected revenue. In calculating your expenses, consider options for potential sponsors to cover costs.
- **Donations.** How should people donate? By cash, cheque, non-monetary contributions (gifts, supplies, food, equipment, space, volunteers)? Offer non-monetary contribution options in lieu of cash donations by requesting in-kind donations.
- **Recognition.** How will you acknowledge the donors? Will you recognize donors on your school website, event posters, school newspaper, event signage or during the event in a thank-you message?
- **Partnerships.** Are there organizations in your community that can support you in reaching your goals? Will they be able to support you monetarily, through publicity, and/or with human resources?
- **Promote your event.** Brainstorm ways to advertise your event. Use social media or contact local media and use posters and announcements.
- **Give credit.** After the event, send thank-you cards to your volunteers. Consider throwing a small celebration to recognize their accomplishments. Send thank-you's to your donors, regardless of the size or nature of their contribution. Save a mailing list of all your donors and supporters and save for future events.

Ethics of Fundraising

- All money raised must be spent for your club or group's purposes **ONLY**. The public is increasingly suspicious that fake charities are raising money from unsuspecting donors, and use the money for personal gain. If for some reason the money isn't spent the way you told donors it would be, simply communicate that to them. Be transparent!
- School and community standards must be respected. Don't plan an event that will damage the reputation of your school or any community group. The point is to raise awareness, engage people and have fun while raising funds to make positive changes.
- Inspect any venue space you may use for an event to make sure it is accessible for all, including gender neutral washrooms, providing sign-language or language interpretation, child care, wheelchair accessibility, food that accommodates dietary needs, etc.
- Many people argue that expensive admission charges are not inclusive and can set up a class-based system of giving. Solutions include offering a sliding scale or pay-what-you-can approach to admission fees, with discounts for seniors and students. Ultimately, your group must decide: will the event be open to all, or will it cater to those who can give the most?

Fundraising Activity Ideas

COLLECTIONS:

- Cash collection. Plan a collection around a United Nations observance day or other social justice theme.

SPORTS EVENTS:

- 5K Run. Develop a 5K run for a cause.
- Sports tournament. Host a basketball, volleyball, or ping-pong tournament for students and staff to raise money.

SALES:

- Baked goods. Sell them at school or at local events.
- Candy. Hold a personalized candygram sale.
- Used books/music sale. Start collecting books, records and CDs.
- Raffle. Ask local businesses and restaurants to donate gift certificates or items to be raffled off. Students, parents, and community members can buy raffle tickets to enter the draw.

CONCERTS/SPECIAL EVENTS/PARTIES:

- Auction. Gather items or services to auction off to the highest bidder.
- Carnival night. Publicize on and off campus and to the local community. Offer a range of activities such as ring toss, knock the cans down, etc. Sell refreshments and provide entertainment.
- Benefit concert or performance. Engage the school choir, theater, dance, music department or individual students and staff to perform. You could also partner with students from different schools and community groups to organize an event.
- Dance benefit. Make a school dance provide its proceeds from admission and/or refreshment sales to go towards the club
- Coffeehouse. Partner with a local coffee shop to host an art exhibit, poetry reading, and performances by student bands or individual students.

OTHER FUNDRAISING IDEAS:

- Use an online crowd funding platform.
- Apply for a grant or outside funding. Consider approaching your local Rotary Club or foundations like the Laidlaw Foundation.

Get permission for events from school administration in advance.

Who are we?

The Laidlaw Foundation is a private family Foundation that supports young people in being fully engaged in the civic, social, economic and cultural life of diverse and environmentally healthy communities. We accomplish this through grants and partnerships with other organizations including youth groups, think tanks, community organizations, government, and by influencing policies that affect young people.

Our Current Focus

- Changing the education system to meet the needs of ALL young people
- Changing the not-for-profit sector to be more inclusive of youth-led groups
- Supporting youth-led community change
- Supporting the capacity of the youth-led sector

Current Funding Streams

Program Stream	Purpose	Amount	Deadline
Youth-led Community Change	The Foundation offers funding for youth groups to bring attention to and address concerns they are passionate about to their communities.	We fund roughly 15 projects a year ranging between \$5,000-\$25,000	Request for proposals are usually launched early February with a deadline in early March.
Pop-up Funding	If there is a burning issue that you really want to tackle, we rally the forces and try to get money out the door in an expedient way.	\$500.00	This is an ongoing and periodic fund please stay informed via our social media for current opportunities!
Capacity Building, Training and Skills Development	This stream funds organizations and individuals seeking specific training to develop their operational and leadership capacities, organizational effectiveness, program delivery, sustainability, and to build new skills.	Organizational branch we fund up to \$5,000 Individual branch we fund up to \$1,000	This stream accepts applications year round with applications reviewed on a quarterly basis.
The Nathan Gilbert Youth Innovation Fellowship	This fellowship will support young people engaged in research projects in the youth sector to explore broad policy questions.	\$10,000	Early October 2015.

Changing the education system to meet the needs of all young people	The Foundation seeks partners using community-based models to support marginalized youth to increase credit attainment and reconnect them with the education system.	Three year commitment with a maximum of \$75,000	The Foundation is no longer accepting applications for this program.
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Tips for writing an application to the Laidlaw Foundation

The Laidlaw Foundation puts the lived experiences and stories of challenges happening “on the ground” first because we acknowledge that when working with youth to address challenges with community based approaches it is an extremely valuable asset. As applicants are developing their proposal, they can reach out to us with questions. With that being said, take a look below at some tips for applying to the Laidlaw Foundation.

The Foundation Mantra: We do not pass up an incredible idea on the account of the written quality of the application.

- It needs to be clear in the application that the project and proposal was developed by a group of young people between the ages of 15-29
- Groups and activities are based in Ontario
- We really value lived-experience as a form of expertise and believe that young people know a lot more about what is needed to positively affect their peers and communities
- We are trying to support innovative ideas coming directly from young people who are living the daily realities of social exclusion and marginalization.
- The group doesn't need to be a legal/formalized group, it is ok if the group is brand-new or doesn't have much experience. We want to help people get their ideas off the ground.
- We are particularly interested in projects from younger youth (under 25) and groups that haven't gotten a lot of support yet from other funders (new, emerging, or groups working to bring attention to more contentious or radical issues).
- Projects should show how the ideas and priorities that young people have related to different systemic issues will be shared with people in decision making roles. We want to be funding groups to get their ideas on the radars of people who need to know about them.
- Once a proposal is received, it will be reviewed and if information is missing or not clear, we will try to follow-up to collect this information.

Please Stay in Touch!

Website: www.laidlawfdn.org
Twitter: @laidlawfdn

E-mail: info@laidlawfdn.org
Instagram: [laidlaw_foundation](https://www.instagram.com/laidlaw_foundation)











LET'S DO THIS! - Sample Initiatives/Events

Not sure what to do? Check out these initiatives to see if they match with your issue and resources. For each think about how you could successfully adapt them for your school context.

- Assembly
- Fashion Show
- Film or PSA
- Game Show
- Guest Speaker
- Inclusive Olympics
- Journalism or School Newspaper Article
- Language Challenge
- Letter Writing and Petitions
- Movie or Documentary Screening
- Pay it Forward Activity
- Play or Skit
- Poetry Slam
- Poster Campaign
- Social Media Campaign
- Workshop

TEMPLATE LEGEND

Use the legend below to help you understand and select the activities that are most suitable for you and your school.

	The hour glass indicates the time commitment involved.				
	<i>Little or no time & prep needed</i>		Moderate time & prep needed		Ample time & prep needed
	The dollar sign indicates that there will be a cost incurred to implement this activity.				
	The building symbol indicates that a venue or designated space is required. Example, Community centre or school auditorium.				
	The clipboard symbol indicates that permission, permit or booking/reservation is required.				
	Large group symbol indicates that this activity is suitable for large group sizes of approximately 25 to 100 people.				
	The small group symbol indicates that this activity is suitable for small group sizes of approximately 25 people or less.				
	The school symbol indicates that this activity can be implemented with the entire school.				



Name or Title of Activity Assembly
Useful link http://dialledactionsportsteam.com/5-school-assembly-tips/
Objective Build awareness and share knowledge with a large audience.
Prior Knowledge Required If you are delivering the assembly yourself you will have to be well researched on your chosen topic or issue.
Description <p>Assemblies are large audience events where an individual or group shares information about a particular topic in an engaging and creative fashion. They are generally approximately an hour in length. The most engaging assemblies make the audience feel like they are part of the conversation so build this into your event.</p> <p>Assemblies may be student-led or can bring in an outside keynote speaker to speak to a particular issue. Hiring an outside speaker will probably cost money, so consider where you will get funding to bring them in.</p> <p>Regardless of the speaker, when planning an assembly consider the following:</p> <ul style="list-style-type: none"> • Who is your audience? • How much time to do you have? • How can you break up the talking? • What is your call to action?
Materials Needed Assemblies can be done with little to no materials. However we recommend that you use a multimedia presentation to engage more people in the content. <ul style="list-style-type: none"> • Microphone and Speaker/Sound System • Laptop/Computer • Project & Projector Screen • Other materials for activities that take place during the assembly
Debrief or Next Steps <ul style="list-style-type: none"> • Make sure you get the proper permission from principals and staff • Follow-up on your call to action to build momentum and remind people about the issue. Consider doing school announcements, launching a poster campaign or other activities to make a longer lasting impact.



Name or Title of Activity

Equity Fashion Show and School Fashion Challenge

Useful link

<http://www.photo-collective.com/2011/08/25/7-steps-to-planning-a-successful-fashion-show/>

Objective

To hold an inclusive fashion show that challenges the notions of “ideal beauty” and gender/physical limitations.

Prior Knowledge Required

Understanding of various gender stereotypes and social norms as seen through the fashion industry as well as knowledge of the impact the “ideal beauty”- (which bodies are included, which bodies are excluded) and how the media and fashion industry make people feel inadequate.

Description

Create a non-gendered fashion show that challenges society’s notions of what men and women can and should wear. Why can’t a male model wear a dress? Why can’t a female model wear a men’s suit? Why can’t they be combined in any way a person chooses? Why do runways almost exclusively feature able-bodied bodies. Where is the diversity? Where is the acceptance? Your fashion show should also challenge the idea in mainstream society that some bodies are better than others. Make sure your models are of diverse races, ages, abilities, body sizes, gender identities, faiths etc.

Materials Needed

- Clothing and accessories (these could be donated, borrowed, purchased or created)
- Posters
- Tickets
- A/V equipment for music or visuals
- Microphone

Debrief or Next Steps

Your fashion show should make your audience think but we also want them to take action. A great way to follow it up is to designate a fashion challenge day where you invite your peers to wear whatever they want without being concerned with gender roles or limiting ideals. Remember to be respectful of your school’s dress code.



Name or Title of Activity

Film or Public Service Announcement (PSA)

Useful link

<http://www.rock-your-world.org/curriculum/take-actions/creating-public-service-announcements>
<http://mashable.com/2013/06/05/video-edit-apps/>

Objective

To creatively engage your school community using multimedia about issues that affect many people in your school and community.

Prior Knowledge Required

A PSA is just like a commercial but instead of selling a product you will be trying to sell an idea. For example the MADD's 'don't drink and drive' commercials you see on TV are PSAs. So what do you want your peers to be aware of?

Who are the multimedia teachers in the school, can you borrow equipment to create a video? Is there a multimedia club that can help you edit? Do you have access to a camera/smart phone/tablet that can record? There is also plenty of photo editing and video editing software you can download.

Description

To start a film you need a concept! Figure out what topic you would like other students at the school to be aware of and then brainstorm how you want to get the idea across. You may want to present your ideas through a dramatization or through documentary style. Whatever you decide make sure that it is short and to the point. PSA's are meant to be just a few moments long and should present people with enough information to see the need for change as well as present a solution for change.

Materials Needed

- Video camera/Smart phone camera/tablet camera
- Access to a computer for editing – can also do on smart phone
- Actors/ Participants
- Script/ or documentary questions

Debrief or Next Steps

Make an event out of it! Have an official viewing of your film or PSA! Sell popcorn and play it in the café at lunch. Or add it to another night that maybe happening in your school, is there a play, an arts night, or a sporting event happening. If it is a short film or PSA, ask if you can add to the event by showing your film!



<p>Name or Title of Activity Game Show – Power and Privilege</p>
<p>Useful link http://www.socialchangers.ca/resources-1/2015/9/23/power-and-privilege-game-show-template</p>
<p>Objective Students will be able to review concepts of equity and inclusion through this gameshow in addition to becoming aware of the relationship between privilege and success.</p>
<p>Prior Knowledge Required Understanding of power and privilege and how it plays out in society.</p>
<p>Description The purpose of this game is to demonstrate to participants the affect which having or not having certain privileges can have on an individual's success or in this case, their team's outcome in the game; while also providing a meaningful review of the material covered in the ELTP.</p>
<p>Materials Needed</p> <ul style="list-style-type: none"> • Buzzers/ squeaky toy/bells • Ppt. with the trident gum commercial, the Abercrombie ad (if not already shown in your program) and the Paris Hilton commercial, or other video commercial. • Chart paper and markers for the score board • Print out of: <ul style="list-style-type: none"> ○ Appendix A – Letters for the letter unscramble ○ Appendix B – Identify the discrimination ○ Appendix C –Matching terms to definitions
<p>Debrief or Next Steps Discuss with the teams how they felt while playing the game. What were their experiences? Did they have fun? Why or why not? The team that had the least amount of privilege will most likely complain about the game not being fair, and not being enjoyable, question why? Hear their experiences and ask the most privileged team what they think, if they enjoyed the game etc. The main points you want to bring up in the discussion are:</p> <ol style="list-style-type: none"> 1. That individuals' experience of the game is often reflected in their success. 2. That the success of the teams was rigged and reflected in the questions that you asked them and how you treated them 3. That often those with the privilege are not aware of the experiences of those without (may not be aware that the other team is being treated unfairly) 4. What other versions of this exist in our communities and world?



**Social
CHANGEMAKERS**



Name or Title of Activity
Invite a Guest Speaker

Useful link

<http://busyteacher.org/7083-top-10-ways-get-most-from-guest-speaker.html>

Objective

To inform, motivate, educate or inspire your peers about an issue of importance to you and your school.

Prior Knowledge Required

Try to pick a guest speaker who can speak to a variety of knowledge levels. Discuss the existing knowledge level of your target audience with the speaker themselves and find out if any prior knowledge is required.

Description

Inviting a guest speaker to come to your school and address a small group, large group or the entire school is a great way to raise awareness and increase the knowledge base of your peer group. A good guest speaker can not only raise awareness and shed light on an issue that is important to you but they can also motivate other students to take action or join your group. A guest speaker is also a good way to kick off a campaign or wrap one up. While many guest speakers do charge for their presentations many community organizations or charities will do it for free or for a small honorarium. Finding a speaker in your local area is usually the best option as they will have more knowledge about your community and you will avoid additional travel charges.

Materials Needed

- Thank you card for presenter.
- Audio/visual set up including a microphone or possible projector, screen and laptop. Be sure to ask your speaker what their A/V and set up needs are.

Debrief or Next Steps

While bringing in a powerful guest speaker can be very impactful it will be more impactful if followed up with a debrief or discussion session and additional activities. Some important questions you may want to ask your peers after a Guest Speaker has presented are:

- Can you help us? *Remember to ask your audience for their future participation. This is the whole point of the activity.*
- Did you learn anything new that you didn't know before?
- Did anything in the presentation shock you? What and Why?
- What do you plan to do with this information?
- Did anything in the presentation challenge you or your ideas?



<p>Name or Title of Activity Inclusive Olympics or Athletics Event</p>
<p>Useful link http://www.upf.org/youth-and-service/sports-programs/2935-upf-sport-for-peace-program-description</p>
<p>Objective To challenge ableist and sexist ideas about who can and should play sports by creating an inclusive, non-gendered sporting event.</p>
<p>Prior Knowledge Required None</p>
<p>Description Put your creativity to work and as a team come up with a sporting event that is inclusive of all genders and abilities. Find a game or games that everyone can play or for an even more exciting challenge invent a sport or game yourselves! Don't forget to give your game a name because who knows maybe one day your sport will be played all over the world! When you market your event make sure you advertise that it's inclusive and accessible to people of all identities.</p>
<p>Materials Needed</p> <ul style="list-style-type: none"> • Sporting equipment • Signage, posters, ads • A/V equipment such as speakers for music and/or a microphone
<p>Debrief or Next Steps It's important to make sure that those who participate in your event walk away with the important lesson that everyone is able if we choose to use an equity and inclusion approach. If possible hand out a brief survey to find out what people thought about the event and if it challenged their previous ideas about sports and ability.</p> <p>Follow up the event with an announcement that thanks everyone for their participation and reiterate what the point was and what everyone learned from the experience. You should also follow up with your school athletics department to see if your game could be added to the curriculum!</p>

<p>Name or Title of Activity Journalism/School Newspaper</p>
<p>Useful link http://www.jhuapl.edu/education/elementary/newspapercourse/forstudents/tips.htm</p>
<p>Objective Write an article about a social issue where students from your school can read.</p>
<p>Prior Knowledge Required No prior knowledge required, but willingness and commitment to learn is essential.</p>
<p>Description Some schools have news outlets where students can write and publish their thoughts, such as a school newspaper, blog or website. If your school doesn't have any of these, ask! Writing is a great way to educate other students and teachers on diversity and equity topics, as well as raise awareness about social issues.</p> <p>Topics to write about may include:</p> <ul style="list-style-type: none"> • How Diverse is Canada and why it is important to celebrate diversity at your school • Your Social Changemakers Club and event/issues you will be discussing • Definition of the "ISMs" eg. racism, ableism, heterosexism • Difference between equality and equity, and ways to make your school more equitable • A personal story about overcoming bullying or discrimination at your school <p>Planning Steps</p> <ol style="list-style-type: none"> 1. Choose what you want to write about - It's a lot easier to write on a topic that you are already familiar with or are passionate about. 2. Editing - After you write your article it is important that you have someone read it over and edit your article. The editor may catch something that you may have missed such as grammar/spelling mistakes. Your friends and teachers also make great editors. 3. Shop Around! - Contact your school newspaper, student blog, or school website and let them know you have a piece that you are interested in submitting.
<p>Materials Needed</p> <ul style="list-style-type: none"> • Laptop/Notebook • Print materials
<p>Debrief or Next Steps As you share articles the comments you receive back may not always be positive. Sometimes people are opposed to change and often change takes time. Discuss with contributors after each issue how things went and brainstorm next steps or what future submissions should be.</p>



<p>Name or Title of Activity Language Challenge</p>
<p>Useful link https://www.pinterest.com/pin/209276713908266133/ http://rabble.ca/toolkit/3-minute-action/challenging-oppressive-language </p>
<p>Objective To make more people aware of what they are saying and to give them options of other words that are not oppressive, problematic or offensive. </p>
<p>Prior Knowledge Required Which words are offensive and why and what words can be used to replace them that are appropriate terms. </p>
<p>Description Create posters that have oppressive words or phrases that students use all the time and do not realize the impact of them. For example 'that's so gay' and give replacement words like 'that's so ridiculous'. You can also include explanations on why these words and phrases are harmful. Bring more attention to your posters and the reason why they are important by adding some morning announcements about the posters and the importance of using the right language. </p>
<p>Materials Needed</p> <ul style="list-style-type: none"> • Construction paper and/or bristle board • Markers • Art supplies
<p>Debrief or Next Steps Discuss with contributors how they felt the process went. What was learned? What would be changed for next time? How did the school community receive the posters? And discuss what they believe may be effective next steps. </p>

Name or Title of Activity

Letter Writing or Petition Campaign

Useful link

http://www.amnesty.ca/sites/default/files/urgent_action_toolkit.pdf*

*Amnesty International is focused on political prisoners, but you can adapt their tips for any issue

Objective

Create change in your school, community or beyond by sending letters or getting people to sign a petition addressing a certain issue or making a specific demand.

Prior Knowledge Required

Some knowledge about the issue you are writing about is important.

Description

A letter writing campaign or petition is a tool to use to try to influence politicians or other people in power in a specific way. If you have an issue that is important to address at higher levels or that the government or other entity would have the power to change a letter writing campaign or petition has the impact of both building awareness in the community and making those in power aware. Letter writing shows real commitment to an issue; a political official receiving a dozen letters about a specific issue can put it on their radar. Petitions require a large amount of signatures, but the amount needed will differ depending on the issue, the level of government and the community.

Be sure you have researched the topic and the team is informed of the issue so that information in the letter or petition is accurate and up-to-date.

Materials Needed

Letter Writing:

- Computers or a computer lab or if mailing letters than pens, paper, envelopes, stamps
- Brief description of the issue and contact information including either an address or email
- Sample Letter Template

Petition:

- Copies of the petition text with spaces for people to sign
- Pens and clipboards
- Create an online petition through a forum like change.org

Debrief or Next Steps

Use social media, websites, newspapers and word of mouth to continue to build awareness and get others to either sign the petition or write a letter. Share any responses with those who are taking part in the campaign and keep people updated on any changes that happen as a result. If you do not see results continue to push through other actions and activities to build pressure, consider organizing a protest or gathering to further build awareness or other activity.

<p>Name or Title of Activity Movie or Documentary Screening</p>
<p>Useful link http://www.socialchangemakers.ca/resources-1/2015/9/23/movie-or-documentary-screening-template</p>
<p>Objective Educate students about a particular social issue by organizing a documentary/movie screening</p>
<p>Prior Knowledge Required No prior knowledge is needed</p>
<p>Description Showcase a documentary or film on a social issue to students and teachers in your school. Documentaries can be shown at lunch, after school or part of a School Equity/Social Changemakers Day.</p> <p>Planning Steps</p> <ol style="list-style-type: none"> 1. Advertise the event – use the school newspaper, morning announcements, or post flyers 2. Show the movie 3. Debrief/Question Period - Allow for half an hour after the documentary to discuss the film.
<p>Materials Needed</p> <ul style="list-style-type: none"> • Projector/DVD Player and Screen or Laptop/Desktop with Speakers • Debrief questions • Scrap pieces of paper and writing utensils (pens, pencils, markers)
<p>Debrief or Next Steps After the documentary allow students a chance to discuss information and share their ideas and thoughts. After the film provide students and teachers with a list of questions that they can discuss in either large or small groups.</p> <p>Debrief Questions</p> <ul style="list-style-type: none"> • What did you learn from the documentary? • What stood out to you most from the documentary? • How are you going to change and/or what are you going to do differently now that you watched the movie? <p>After the screening you may want to consider presenting to other students about the issues that were brought up in the film. After the screening you may want start another initiative building on the issues in the film.</p>



Name or Title of Activity Pay It Forward
Useful link http://payitforwardday.com/
Objective Create a movement of kindness.
Prior Knowledge Required Have some simple acts of kindness thought out, some may just come in the moment, but it is be good to be prepared.
Description Get as many people as possible involved to pass on random simple acts of kindness. Put up posters, make announcements, and hashtag it! Some examples: <ul style="list-style-type: none">• Compliment someone• Buy someone a coffee• Bring an extra snack from home to give to someone in your class• Sit with someone you have never spoken to at lunch• Go to dollar store and buy a bag of candy and hand them out just because National Pay it Forward Day is April 28 th and Ontario has participated in this since 2012.
Materials Needed <ul style="list-style-type: none">• Ideas of simple acts of kindness• Poster Materials:<ul style="list-style-type: none">• Markers• Cardboard and/or Bristol board
Debrief or Next Steps How did the school respond was it a success? Make sure to thank everyone at school for participating and ask for feedback on how it went.

<p>Name or Title of Activity Play/Skit</p>
<p>Useful link http://mtspace.ca/productions http://www.hitplays.com/default.aspx?pg=sl&stc=SS&cl=Social+Awareness+Plays http://www.pioneerdrama.com/Social_Awareness.asp http://tectonictheaterproject.org/education/community-engagement/ </p>
<p>Objective To present material related to equity and inclusion in an exciting interesting way to other students, peers, faculty and/or parents. </p>
<p>Prior Knowledge Required Depending on what play or skit you choose to perform, make sure you're well researched on your topic, careful not to perform anything that is triggering, or problematic to others. </p>
<p>Description Students will either create a play or skit or choose a pre-existing play that supports concepts of equity and inclusion to present to either small groups, classes in the school, or the whole school together. </p>
<p>Materials Needed</p> <ul style="list-style-type: none"> • Props/accessories/costumes to support whatever play or skit students decide on.
<p>Debrief or Next Steps Again this depends on the play you choose to perform, if it is one that the students create or if it is one that is chosen. It would be interesting to have conversations throughout the process of creating, practising and performing the play, questions like, how are you feeling in this part? Are these things hard to act out? What have you learned about being in someone else's role? How has the audience taken it etc. Another possibility is to have a call to action or brainstorming session/question and answer period at the end of the program to discuss next steps as a collective. What are we going to do with this information? </p>

<p>Name or Title of Activity Poetry/Spoken Word Slam</p>
<p>Useful link http://wanderingthoughtslane.blogspot.com/2012/10/spoken-word.html</p>
<p>Objective Advocate and bring awareness of issues through poetry, build community and allow students to express themselves</p>
<p>Prior Knowledge Required Some basic knowledge around poetry or spoken word, may be useful, but not necessary.</p>
<p>Description A poetry slam is the competitive art of performance poetry. It puts dual emphasis on writing and performance, encouraging poets to focus on what they're saying and how they're saying it. A poetry slam is an event where poets perform their work and are judged by members of the audience through cheers or a panel. If there is less experience with poetry and spoken word making it less about a competition may create a safer environment to try new things.</p> <p>Poems should be prepared before the slam begins. This could be run as either a large group event, a small group activity where you focus on writing and performing together or as a mixture of both with a small group writing and learning about spoken word together and then performing at lunch or at an assembly, not necessarily in a competitive style, but it could be more of a presentation. Do what works best for your skill level and the objectives you want to achieve.</p>
<p>Materials Needed</p> <ul style="list-style-type: none"> • If a small group – no materials are required. • If a large group – may need access to a mic and sound system so all can hear the speaker.
<p>Debrief or Next Steps</p> <ul style="list-style-type: none"> • Decide if you want to do a presentation in front of a large audience or a small workshop where you practice spoken word for students interested in addressing and discussing social justice issues. • Spread the word for either a small workshop to bring in interested students or advertise for the large event with posters, social media, announcements etc. • For the small group and depending on the skill of the group be prepared to present on how to write spoken word and have some youtube videos of examples ready • For the large group make sure you have your presenters lined up and prepared



Name or Title of Activity Poster Campaign
Useful link http://www.bbc.co.uk/newsbeat/article/32284435/pro-immigration-poster-campaign-launches-across-the-uk http://www.stopstreetharassment.org/2012/03/breakthrough/
Objective To get a message across that is important to you, to engage people and to spread awareness and give others the knowledge on how to be accepting and equitable.
Prior Knowledge Required What is the message you are trying to send? Who are you audience? Why is it important that people are aware of this topic? Having a hard time narrowing down which topics to focus on? Do not worry start with one and wait a month before you bring up more topics you don't want to overwhelm your audience.
Description Posters are like advertisements, they send messages and are a great way to send information and allow people to learn something new. Decide what you want to educate the student body about, what is important for them to know? Then create posters that express that information. Be creative, create a hashtag of the overall message you are trying to portray. Use the media to give examples and/or to get images you may want to use. Example poster campaign: showing images that challenges our societal norms, a man as a nanny like on Modern family.
Materials Needed <ul style="list-style-type: none">• Any pictures or images printed off the internet• Bristol board or construction paper• Marker/pencil crayons• Art supplies
Debrief or Next Steps Keep up with the cause by adding morning announcements and hashtags to your posters. If you notice they are getting a big buzz and people are really interested in the topics bring that up with your school's administration. Principals and teachers will want to know.

<p>Name or Title of Activity Social Media Campaign</p>
<p>Useful link http://www.impatientoptimists.org/Posts/2013/03/8-Simple-Strategies-to-Effectively-Use-Social-Media-for-Social-Change#.VfxY3ZcuxaY </p>
<p>Objective To raise awareness about an issue or a cause and create an online community where you can share information, ideas and resources. </p>
<p>Prior Knowledge Required Familiarity with Instagram, Facebook, Twitter or any other social media platform </p>
<p>Description Social Media is a great tool that can be used to help you raise awareness about an issue or a cause. It allows you to engage with other people who are also interested and may want to join your cause.</p> <p>Some topics may include:</p> <ul style="list-style-type: none"> • Aboriginal rights in Canada • Stereotype, prejudice & discrimination • Forms of discrimination (ableism, faithism, racism, transphobia) • A social issue or cause happening in your school (Bullying, Mental Health, Gender Norms) <p>A social media campaign begins by sharing your ideas or thoughts on your social media page. You can post questions, pictures or a quote that raises awareness about a particular issue. Your goal is to provide information to other students in your school and community and get people talking. Before starting your campaign you need to determine which platform is most suitable and which one will help you raise awareness about your cause.</p>
<p>Materials Needed</p> <ul style="list-style-type: none"> • Computer/Laptop/Mobile Device
<p>Debrief or Next Steps Share information that is going to relate to the lives of yourself and other students. Before posting content think about if this post. Interact with your audience and make them feel welcome. If they ask a question provide them with an answer or a webpage that will help them find the answer. Also make sure that you keep the safe space. Don't allow for discriminatory or negative comments to be posted and make sure your followers are being respectful.</p> <p>On your Social Media page you can start a 'Call to Action'. 'Call to Action' asks people to actually do something to help the cause. Whether that is sign a petition or share the information with a friend. It asks people to work on doing one thing that will push your cause forward.</p>



Name or Title of Activity Workshop
Useful link http://www.wikihow.com/Prepare-a-Workshop
Objective To build awareness and have discussion in a small group around a certain issue.
Prior Knowledge Required Any prior knowledge of the subject is useful; however thorough research and preparation is necessary
Description A workshop uses multimedia and interactive activities and discussion to build knowledge around a specific issue in a smaller group. Length of the workshop can vary, but we recommend an hour. It could be delivered in the context of a pre-existing club or group or be open. Workshops could be delivered to other students, educators and staff or parents. We recommend you get permission to deliver the workshop and coordinate with a teacher if working in a school environment. Make sure to: <ul style="list-style-type: none">• Introduce Yourself• Include an Icebreaker activity• Explain any relevant terms• Include visuals including images, text and video• Make the workshop as interactive and engaging as possible
Materials Needed <ul style="list-style-type: none">• Venue for the workshop either a classroom or other meeting room• Projector/Projector Screen/Computer/Speakers – if a multimedia presentation is included• Any materials for planned activities taking place during the workshop
Debrief or Next Steps <ul style="list-style-type: none">• Advertise your event and get people to register• Make sure to thoroughly research your topic – but you don't need to have all the answers• Arrive at the venue early and test all your technology before the presentation begins• Make sure you discuss how you can continue learning, share your learning with others and discuss ways to address the issue at the end of the workshop• Thank everyone for coming!• Discuss with your team what went well and what areas could be improved in the future.

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www.socialchangemakers.ca

- Resources, videos and articles to help you plan and find content
- Download and print more copies of the worksheets
- Award & Scholarship application forms and information
- Share your story and read about other Social Changemakers

Connect with us on social media:



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Write a Blog Post for SocialChangemakers.ca

We want to share your story!
Submit a post for the
Social Changemakers blog.
Tell us about your successes and
struggles and learn from other clubs
across Ontario.

Get Money From Us

Social Changemakers Award	June Callwood Harmony Scholarships
<ul style="list-style-type: none">- \$1000 grant given to club or individual to continue their work- 1 given annually	<ul style="list-style-type: none">- \$1000 each for tuition- 10 given annually
Eligibility <ul style="list-style-type: none">- Has done a student program with Harmony Movement- Has held an event or initiative in their school or community- Has a plan/proposal for how to spend the money granted	Eligibility <ul style="list-style-type: none">- Graduating student attending a university or college in the fall- Has taken action throughout high school on diversity and social justice issues
<p>Deadline: June 30 Find the application forms on www.socialchangemakers.ca or email awards@harmony.ca for more information.</p>	

Harmony Movement

303 - 85 Scarsdale Road, Toronto, ON, M3B 2R2

Phone: 416-385-2660

Email: socialchangemakers@harmony.ca

Fax: 416-385-2644

www.harmony.ca

