Get Ready to Take Social Action

Everyone has the power to create change in their community. It might be a small change, like adding recycling bins to your community park; or it could be large, like changing your peers’ attitudes about teenage drinking. No matter the size, every positive change is important, and is well worth the effort it takes to accomplish it. Each of these changes starts the same way: when someone who cares takes action.

This toolkit is designed for youth and teens to be a starting point for your own social action campaign. Within you will find instructions, resources, and examples to help you build and successfully complete a campaign that creates positive change in your community.

We can provide the information and resources, but the change you create comes from you. Whether you want to take action in your school, neighborhood, or town, you have the power to do it.

Who We Are:

**dRAP - Denver Resource for Awareness and Prevention**

The Denver Resource for Awareness and Prevention (d-RAP) was created to provide substance abuse education and resources to youth, parents, and community members in the Denver area. Developed in 2011 by the Denver Office of Drug Strategy, d-RAP offers leadership opportunities, community presentations, and online resources at DenverRAP.org.

Social action guidance is one of the resources d-RAP offers to support our communities through the challenges faced by today’s teens, parent and communities. As you complete your social action campaign, know that dRAP is on your side. We’re here to help you with answers to your questions; give solid and accurate information on how drugs and alcohol can affect your health, your life, and your relationships; and provide a safe, non-judgmental space where you can talk openly about what’s going in your life – including both the good and the not-so-good.

**Advisor Action Point:**

This toolkit is designed to be used by a youth action group under the guidance of a mentor. As the advisor, your job is to help keep your students on track during the course of the campaign and promote educational opportunities throughout the toolkit. Although it’s important to leave most decisions up to the students, you will be there to make sure the process runs smoothly.

These sidebars will appear throughout the toolkit to give you tips, tricks, and talking points for your students. No two communities are the same, so feel free to supplement the information provided with your own ideas and expertise.

Although you’re welcome to use this toolkit on your own, we highly recommend working with a d-RAP prevention specialist to get the most out of your social action campaign.

You can reach us at 720.944.2825 or denverrap@denvergov.org for assistance.
What is **Social Action?**

Social action is way to create a spark in your community that affects the way members of your community think and act about a certain issue. Many people attempt to create this change, but don’t know how. They try creating posters and giving presentations, but nothing seems to really “stick.” In order to create a lasting, positive change in the way your community thinks or acts about a certain issue, you need to take social action.

**Effective Social Action**

You want your action to be positive and effective. To accomplish that, you’ll need to understand the basics of social marketing. Social marketing is a way of combining ideas from commercial marketing and social sciences to influence behaviors in a way that’s sustainable, positive, and cost-effective. This means taking the same ideas used to sell soda, clothes, and electronics, and instead using them to help change the way people think about a certain issue.

What makes social marketing unique is that it uses facts and data to help achieve change. At it’s core, social marketing focuses on why people think and act a certain way - and then focuses on how to change it. By creating awareness of an issue and offering a logical and feasible solution, social marketing can help create positive change that you might not see otherwise.

Social marketing can be a complex subject. Luckily, you don’t need to be an expert to benefit from it. Throughout this toolkit, you’ll be introduced to the different concepts of social marketing, and how to use them to create a better campaign.

**Examples of Social Action:**

There are many different social action campaigns in existence, both successful and unsuccessful. You many have seen some of these campaigns, like Above the Influence or It Gets Better, in your own community. These campaigns can be a great place to start, especially if the issues involved match the problems you wish to tackle. However, don’t forget that you can still create your own campaign for your specific community.

To take a look at how these campaigns work, complete the “Understanding Effective Social Action” worksheet on the following page.

**WHAT’S THE DIFFERENCE?**

Social marketing is often thought to be related to social media. The two sound similar, but they’re actually quite different.

Social marketing is a solution-focused method that creates positive change for the benefit of society.

Social media consists of websites and applications that enable users to create and share content or to participate in social networking.

Sometimes, social marketing campaigns may make use of social media, but this isn’t always the case.

**Advisor Action Point:**

This toolkit uses the concepts of positive youth development - the idea that, when provided with resources, information, and leadership opportunities, the young people in our communities can take charge and discover their own potential. As your team creates and puts their campaign into action, remember to let them take the lead. Change is a difficult, but rewarding process. Even if the campaign is not an immediate success, the experience will open opportunities for greater change in the future.

As always, remember that you’re welcome to contact your d-RAP prevention specialist at any time for assistance with your campaign.
Social Action Worksheet:
Understanding Effective Social Action

Before you start crafting your own social action campaign, let’s take a look at one of dRAP’s existing campaigns: “Not Listening.”

Download and read through the sample campaign guide from the dRAP website:

Once you’re done, answer the questions below as a group.

What is the issue this campaign discusses?

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Who is the target audience of the campaign?

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What does the campaign ask audience members to do?

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How effective do you think this campaign would be, and why?

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Know Your Issue

Before you start a social action campaign, you need to understand just what it is you want to change. You probably already have a rough concept of your issue - underage drinking, littering, drug use, or another problem. But to make a truly effective change, you’ll need to narrow the issue down a little further.

What Is the Main Problem?

Take a moment to discuss the main problem related to your issue. What’s wrong that needs changing?

If possible, your answer to this question should be data driven. For example, perhaps you have access to a study that says that 40% of Denver’s high school youth report to using alcohol in the last month. You won’t always have access to statistical research, but you can use simple observations to help come to a conclusion. If you see that many of your classmates attend parties with alcohol, you can use this to support your conclusion that underage drinking is a problem in your community.

What Conditions Contribute to the Problem?

Next, determine what factors may be creating your problem. Perhaps you want to encourage your classmates to be healthier. In this case, contributing factors could be junk food served in the cafeteria, lack of fun athletic activities, students’ diets at home, or other similar issues.

What Do You Want to Change?

Take a look at your factors, and choose at least one that you want to actively try and change. Using our previous example, you probably can’t stop fast food companies from advertising in your community. However, you can start an initiative to get healthier food in the cafeteria, pass out healthy and delicious recipes for kids to try cooking, or host fun, active events that get people up and moving around.

Why Should Your Audience Change?

People won’t just change their behavior because you told them to. To convince your peers, you’ll need to provide them with a solid reason to act differently. Usually, these reasons should be based around facts, either positive or negative. You could warn your peers that underage drinking is illegal, or that bad diets lead to health problems later on in life. Or, you could promote the idea that parties can be fun without drinking, and healthy eating gives you better grades.

It’s fine to choose multiple reasons. For now, try to focus on one or two major reasons that will help convince others to change in a positive fashion.

1 Health Kids Colorado Survey, Denver Sample, 2011.

Advisor Action Point:

Helping your students understand audience readiness is an important task. The less ready an audience is, the more difficult the goal will be to accomplish. It’s fine to start with a small campaign, and work your way up to bigger changes.
How Ready Is Your Audience for Change?
Not all communities are ready for the same kinds of change. A negative behavior may be so widespread that changing it will be difficult.

Audience readiness is a measurement of your community’s willingness and ability to make the changes you want to promote. Remember, you don’t have to change the entire world, and you don’t have to resolve your problem right this second. Focus on creating a simple goal for change that you think is feasible, that your community is ready for, and that will spark movement towards future positive actions.

DETERMINING AUDIENCE READINESS
By communicating with members of your community before you launch your campaign, you can gain a general idea of your audience’s opinions and level of readiness. Consider using at least one of the following methods to help you understand your audience before you start implementing your campaign.

SURVEYS
Create a simple survey that gauges your audience’s opinions about your campaign issue. These surveys can be distributed in classrooms, using social media, or through e-mail. Free online tools such as [www.surveymonkey.com](http://www.surveymonkey.com) can be helpful when conducting a survey.

INTERVIEWS
Interviews are another great way to gauge audience readiness, and they can help you get a wider understanding than what you could gain from the often closed-ended questions of a survey. Sit down individually with a random sampling of classmates, teachers, or other community members, and ask them for their opinions on your campaign issue.

FOCUS GROUPS
Focus groups give you many of the same advantages as interviewing; however, in a focus group, members of your target audience can talk openly, while feeding each other ideas and telling you things you otherwise might not have heard.

GATHERING DEMOGRAPHICS
Depending on your campaign issue, it may be helpful to understand the demographics of your area. The following resources contain statistics on age, gender, and other social factors that may influence your campaign.

American Fact Finder
[http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml](http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml)

National Center for Education Statistics

Center for Disease Control and Prevention
Social Action Worksheet: Identify Your Issue

Before you can make a difference, you need to know exactly what you’re trying to change. After reading “Know Your Issue,” answer the following questions as a group:

What is the main problem, and what needs to change?
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What conditions contribute to the problem?
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Who is your target audience?
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What do you want your audience to do?
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Is your audience ready for change and how?
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What does success look like during your campaign?
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Choosing Your Goal

In the previous section, you decided what you wanted to change. Now it’s time to get a little more specific. What change would you like to see in your community? This is your goal - the result you work towards during the course of your social action campaign.

What Does Success Look Like for Your Campaign?

Your campaign may last a few weeks or a few months. You can’t completely solve the world’s problems in that timeframe; but you can accomplish a set goal. What is the result you want to see at the end of your campaign? Be as specific as possible; the clearer your goal is, the easier it will be to accomplish.

As an example, consider a campaign to lower underage drinking. While the best possible change would be to get everyone in your school to stop drinking entirely, a good starting goal might be getting 500 students to sign a “no drinking” pledge.

What Needs to Happen Before You Can Achieve Your Result?

Next, you need to create a roadmap to get to your end goal. What steps do you need to take to reach your goal? Using the previous example, students might be hesitant to sign a pledge unless they see the benefit of not drinking. It is your job as an agent of social change to demonstrate there’s a better alternative – this could be achieved by providing sober, fun activities for your community or highlighting the negative consequences of underage drinking.

And to make these activities a success, you’ll need to raise awareness about the events.

Essentially, you’re creating a list of smaller goals for your campaign. As you achieve one goal, the next will be easier to accomplish. Remember, you don’t have to figure out how to achieve those smaller goals at this point; you just need to sketch out a basic plan.

Who is Your Target Audience?

Your target audience is the group of people your campaign speaks to. In the previous example, the target audience would be fellow students in your school or community. However, you could also create a campaign directed towards parents, teachers, or even a select group of students, like seniors or the football team.

Identifying your target audience allows you to decide what kind of campaign to run, and what kind of messages to use. A flyer that catches the eye of a student won’t always be appealing to their parents, and vice versa. During the course of your campaign remember who your target audience is, and direct your messaging towards them.

What Do You Want Your Audience to Do?

Just like you need a clearly defined goal, your audience needs a clearly defined action to take. It might be too vague to tell your audience to exercise more; try providing specifics like suggesting everyone in your class start going for a morning or evening run. Take the time to decide exactly what steps your audience needs to take, and you’ll have an easier time convincing them to do so.

Advisor Action Point:
The goal your group decides on should be SMART:

Specific: The goal should be clearly defined.

Measurable: There should be a way to show progress and results.

Assignable: Each member should be able to take on a clear task.

Realistic: The end result should be within the means of your group.

Time-related: You should have a strong idea of when the campaign will be completed (and the goal will be achieved.)

Some goals might seem great, but be out of reach for the moment; other goals may be too vague to measure any clear results. As your group discusses their goal, keep these points in mind, and help make sure everyone stays on track.
Social Action Worksheet: State Your Goal

Now that you know your issue, it’s time to decide the goal of your campaign. After reading “Choosing Your Goal,” answer the following questions as a group:

**What does success looks like for your campaign?**

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**What needs to happen before you can achieve your desired results?**

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**Who is your target audience?**

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**What do you want your audience to do?**

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Start Planning: Promotion Ideas and Initial Actions

You know what your issue is. You know exactly what you want to change, and have a clearly defined goal. Now you need to decide how you're going to accomplish it.

Marketing Your Idea

A large part of any social action campaign is promoting your ideas and the actions you want your audience to take. After all, you can't get your audience to change if they don't know there's a problem. There are many ways you can promote your campaign, from canvassing at your school to creating a series of videos and posting them online.

As you brainstorm ways to market and promote your campaign, remember that your goal is to communicate your ideas to your audience. At the end of your campaign, your audience should have a clear idea of the issue, and be well on their way to accomplishing the changes you want to see.

The following pages contain ideas as a starting point for your campaign. As you brainstorm a list of ways to share your message with your community, don't be afraid to be creative!

UNCONVENTIONAL MARKETING STRATEGIES

Guerilla marketing is a way of spreading ideas through low-cost, unconventional means. Some of the ideas listed here, including holding a flash-mob event or drawing campaign messages in sidewalk chalk, are great examples of how you can get attention for your campaign by doing something out of the norm. Don't be afraid to come up with unique ideas; you never know what will help spread your message!

Advisor Action Point:

As your group starts to brainstorm ideas, introduce the four “P”s of marketing: Price, Product, Promotion, and Place. Although they’re typically used in traditional marketing, these concepts can be used to make your social action campaign more effective.

PRODUCT refers to the beneficial change you’re trying to promote. In a healthy eating campaign, you’re trying to “sell” the benefits of a good diet and exercise. Determine the good aspects of your change, and marketing them to your audience.

PRICE refers to the cost of your product. Even though they won't be spending money, your audience will be giving up something in exchange for a beneficial change. This might be junk food, evenings spent drinking, or time spent playing video games instead of exercising. Make sure that the benefits of your product are worth the price the audience will pay.

PLACE is where your audience comes into contact with the issue. Your goal is to promote your campaign in a place where your audience will see it; this could be your school, a local park, or even online.

PROMOTION refers to the actions you take to get your message out. Your promotion efforts should take all of the previous three points into consideration.

CHECK-IN REMINDER

Remember to check in with your adult advisor before moving forward with any of your promotional ideas. Even if the idea is great, there could be a problem that you haven’t noticed yet.
**Free Promotion Ideas**

- Hold a flash-mob event at a local community center to raise awareness of your issue.
- Utilize social media to create an online campaign
- Create a Facebook page or Pinterest board for the campaign and ask participants to post photos of their campaign participation.
- Use temporary public art, like sidewalk chalk drawings, to speak to your community.
- Ask a student reporter to write an article for your school newspaper/newsletter
- Organize a “fun day” that is tied to the campaign; host a dance-off, art contest or other social event
- Host a video contest that encourages your target audience to upload videos online to sites like YouTube, Facebook, and Vine. If you can provide an incentive to the “winner,” you will likely get more submissions. Think creatively about who could provide a free donation to the prize winner.
- Share facts about the campaign during morning announcements or on the screensavers of school computers.
- Write a letter to the editor of the local paper talking about the issue and the goals of your campaign to raise awareness.
- Look for ways to take part in existing school events, like Spirit Week or Homecoming. You could set up a booth during a school festival, hand out t-shirts during Spirit Week, or ask for campaign information to be listed in the event program.
- Contact your local cell phone providers, like Verizon or Sprint, to see if they will sponsor a free number for a texting campaign. Ask audience members to send campaign-related messages, and enter them into a drawing for a free prize.

**Low-Cost Promotion Ideas**

- Print and distribute flyers advertising a campaign event, campaign messages, or actions that your audience can take.
- Create a scavenger hunt or “Amazing Race” type event in your school or neighborhood that engages your target audience and potential partners. The activity could focus on getting your message out and/or connecting youth to positive activities.
- Host a make-your-own t-shirt day at school. Pick up fabric paints and cheap, plain colored shirts from the craft store, and encourage your fellow students to decorate the shirts with campaign-related messages.

**Medium-Cost Promotion Ideas**

- Print and hand out t-shirts, buttons, or other related items to your target audience.
- Hold a giveaway for students willing to participate in a campaign event.

**ADDITIONAL FUNDING**

As you start brainstorming ideas, remember that you can find additional funding in a variety of places. If you’re worried that you won’t be able to afford all of your ideas, check the “Gathering Resources” section on page 16 for information on finding funding and support.
Online Resources

Creating a website or social media profile for your campaign can help you get the message out, and give your audience a place to learn more about the issue. The following resources are free to use, and are a great starting point for the online side of your campaign:

Social Media Sites
Create a profile and encourage your audience to follow you.
- Facebook
- Twitter
- Pinterest
- Instagram

Blogging and Content Creation
Write about your issue, draw comics, or film videos, and share them with your audience.
- Youtube
- Tumblr
- Vine
- Spread the word with Mobil Apps such as Snap-Chat and Flip-O-Gram

Creating a Website
Make a landing page for your campaign, share information, and encourage audience action.
- WordPress.com
- Sites.Google.Com

INTERNET SAFETY REMINDERS

- Always read a website's privacy policy before giving any personal information. Also, make sure that the website has a secure connection before giving credit card information.

- Do not respond to offensive or dangerous e-mail, chat or other communications. If you feel threatened report the communication to your adult advisor, or to local law enforcement.

- Do not download or install software on your computer without first checking with your adult advisor.

- Check with an adult advisor before you post pictures of yourself or others online. Do not post inappropriate pictures of anyone.

Remember:

- Almost everything on the internet is traceable.

- What you post online stays online, so watch what you post about yourself or others -- or allow your friends to post about you -- because you may have to live with it for a long, long time.

- Be extremely careful about meeting someone in person. If you do have to meet someone that you have met over the internet it is a good idea to bring your adult advisor with you. Always make sure to meet in a public place.
How will you take social action?

After reading through “Start Planning: Promotion Ideas and Initial Actions,” use the space below to brainstorm a list of ways you can spread your ideas and promote your campaign.

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Building Your Team

Once you’ve set your goals and drafted a rough campaign plan, it’s time to decide which member of your group will perform each role. One person can’t do everything by themselves; by splitting tasks up among everyone, you can be more productive in a shorter period of time.

Dividing Up Tasks
Every campaign will have a different set of tasks that need to be accomplished. Sit down and divide these tasks into a few basic groups; for example, if you plan on making flyers, one group could be in charge of designing them, while another could be in charge of distribution.

Once you’ve grouped the tasks, decide how many people will be needed to accomplish each section. This will help you make a list of roles in your campaign.

Choosing Positions
Each task in a campaign is equally important. However, some group members will prefer one kind of task over another. You should also try and utilize the strengths that each individual on your team has. For example, if one of your team members is a talented artist, they would be a great asset to a design team; if another member has a way with words, they could be in charge of any written components (like a letter to the editor).

If you have difficulty deciding who should fill each role, try putting it to a vote. Each group member should choose three roles they would enjoy filling; the group can then vote from this list of candidates.

Sample Positions:
No two projects are the same, and your list of positions should reflect the unique needs of your campaign. If you’re not sure where to start, try using a few of these positions to build your team.

• Communications Team - handles emails and contacts local businesses/school officials for campaign support.
• Treasurer - handles the budget and keeps track of team resources.
• Social Media Manager(s) - posts to Facebook/Twitter, responds to online messages, and manages accounts.
• Design Team - creates artwork for flyers, t-shirts, and other items.
• Promotion Team - Handles flyer distribution, organizes flash mob, and takes on similar promotion tasks.

Choosing a Leader
Although not always necessary, some campaigns can benefit from choosing a leader or coordinator to keep everyone on track. If you decide to go this route, you can vote for one or two members of your group to take the position. Remember, the leader will be responsible for organizing the campaign, but they won’t be doing all the work; you’ll still make decisions as a group.

Advisor Action Point:
Campaign positions should be divided fairly among all members of the group. Consider running the voting process yourself to help everything run smoothly.
Social Action Worksheet: Committee Roster

Dividing up responsibilities can help your campaign progress more smoothly. After reading “Building Your Team,” use the space below to list each committee, its goals, and its members.

Note: Larger campaigns may need to print additional copies of this worksheet.

Committee Title: _____________________________________________________________
Committee Goal: _____________________________________________________________

________________________________________________________
Committee Members:

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Committee Title: _____________________________________________________________
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Committee Members:

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Committee Title: _____________________________________________________________
Committee Goal: _____________________________________________________________

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Committee Members:

__________________________________________________________________________
Print a copy of this sheet for each committee in your campaign. Use it to list the actions you need to complete, and the committee members responsible for them. Include the completion dates to show your progress, and print additional sheets as needed.

**Committee Name:** ____________________________________________________________

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Gathering Resources

You can’t create something out of nothing, and you can’t create the change you want to see without access to resources. From your monetary budget to the amount of time each group member has to put in, understanding your available resources will help you ensure that your campaign is a success.

**Monetary Funding**

Your campaign group may have a budget to work with, whether it’s from your school or your local health education center. However, if you don’t have a budget (or if your budget isn’t enough to meet the needs of your plan), you can still find a way to get the funding you want.

Speak to your school. If you haven’t been granted a budget already, you may be able to acquire funds by talking to your principal or members of the school board. Depending on your school, you might have to turn your campaign group into an official school club; try to determine this as early as possible.

Coordinate with other groups. The PTA, student government, and other groups within your school and community may be interested in assisting with your campaign. In addition to providing manpower, they can also help provide funding from their own budgets.

Seek sponsorships. Local businesses may be willing to sponsor your campaign in exchange for advertising privileges, or even just for the positive boost in reputation. Consider contacting businesses that may have a direct interest in your issue; for example, a gym might be willing to sponsor a campaign themed around healthier lifestyle habits. Larger companies may even have grants set aside for small community projects; do some research to see what funding may be available to you.

**Human Capital**

You can accomplish a great deal with very little or no money - as long as you have enough people to lend a hand. In many cases, the members of your group can be more valuable than funding. Create a list of talents and skills that your team has – how best can they be utilized for your campaign?

When compiling a list of your resources, don’t forget to consider community members outside your immediate campaign group. If asked, fellow students or other community members may be willing to help out wherever they can, from picking up trash to attending a campaign event. If you think you’ll need more manpower, make sure to plan for it during the early stages of your campaign - people can’t attend an event they haven’t heard about.

**Local Support**

As you contact local business owners and community members, remember that there are ways to help that don’t involve money. A store owner could hang a poster for your campaign in their window, or offer a special deal to campaign participants. A restaurant could provide a space for you to hold an event, supply food, or sponsor t-shirts. Remain open to ideas during the planning phases of your campaign; you’ll be surprised at what you can come up with.

**Advisor Action Point:**

As the adult advisor, you may need to assist your group in finding and applying for funding. Consider speaking to your supervisor about a budget for the campaign, and don’t be afraid to suggest resources that your group may not be aware of.

**Filling Out the Paperwork**

Applying for additional funding or sponsorships can sometimes take a lot of paperwork. Have your adult advisor review any forms before you submit them.
Now that you know what you want to do, it’s time to see if you have the resources to do it. After reading “Gathering Resources,” use the space below to list resources you have, or can work towards. Don’t be afraid to get creative — to create a successful campaign, you’ll need to use everything at your disposal.

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<th>Guaranteed Monetary Funding</th>
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Social Action Worksheet: **Create a Script**

To get the support you need for your campaign, you may need to call local businesses or organizations and ask for their assistance. Creating a script will help you communicate your needs clearly and effectively. After completing the “Take Inventory” worksheet on the previous page, use the space below to write a calling script.

**Sample Script:**

Hello my name is _______________________ and I am calling on behalf of _______________________ in regards to our social action campaign for this upcoming season.

I am a representative from _______________________ high school and we are looking to raise funding for our upcoming campaign for [campaign purpose]. We are working to raise awareness for the _______________________ cause to help students in our area become more productive and successful members in our community.

Through these efforts, we are looking for local area sponsors to help with funding for our social marketing campaign. We are asking that you pledge $______________________ towards the _______________________ High School campaign. In return you will receive promotional recognition at our homecoming and prom and also we will promote your store and any sales or specials you are having on our daily announcements throughout the year.

Would you be interested in donating to our cause?

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Taking Action

Now that you’ve chosen your goals, identified your resources, and assigned roles, it’s time to put your plans into action! Throughout the previous sections, you’ve created a solid action plan for your campaign. Before you start implementing those ideas, read the tips below, review your plans, and make sure you haven’t forgotten anything important. Good luck!

Stay Organized
Have someone responsible for each action point on your Goal Checklist worksheet. Even if you’re working on the action as a group, there should be one person in charge of ensuring that it gets done.

Make a schedule for your campaign, and plan to have each action point completed by a set date. It’s fine to adjust these dates during the course of the campaign, but remember that moving one action back will change the completion dates for the rest of your actions as well.

Keep all of your planning materials and resources in one place - at your meeting location, with your group advisor, or even online. This will make sure nothing gets lost, and that everyone has access to the same resources.

Speak to Your Audience
Keep the ideas of respect, authenticity and positivity in mind at every stage of your campaign. People are more likely to hear and believe your message if they feel your team is a credible and courteous.

Scare tactics generally don’t work. You might get a reaction from your target audience but studies show that it won’t create the positive behavior change you are looking for.

When choosing images for your campaign consider how your target audience will react and relate. Are they culturally appropriate? Age appropriate?

Make sure your messages are data-driven or science-based and consistent. Nothing crashes a campaign like confusing your audience, so double check your facts before you print anything!

Collaborate with Others
Don’t be afraid to seek help from other groups; family members, community organizations, local businesses, and other youth groups are a great place to look.

Make sure you get permission from the appropriate people. For example, does the principal and janitorial staff know that you will be taping posters to the school hallway walls?

At the end of your campaign, remember to thank everyone who helped along the way. You can do this with a formal credit on campaign literature, thank-you notes from the campaign team, or even just a friendly phone call. They worked hard to help you achieve success, so let them know you appreciate it!

Advisor Action Point:
Depending on the size of your team, it might be a good idea to organize your campaign online. This can be as simple as planning your schedule on an online calendar, or even using a full project management system. The following resources are a great place to start, but feel free to use any organization site you’re familiar with:

Teamwork PM - an online project management site, with calendars, task scheduling, and group messaging. The free version allows for one project at a time.
Google Groups - A free way to collaborate online. Works well with Gmail and Google Calendar.
Doodle.com - A simple scheduling site. Great for keeping track of campaign goals and important dates.
Evaluation

How do you know if your campaign was a success? This question isn’t always as easy to answer as you might think. In a large community, the consequences of a shift in attitude can take a long time to appear. A drug prevention campaign might reduce the amount of drug use in your school in the long run, but you can’t exactly tell that immediately after completing your campaign objectives.

That said, there are still ways to measure the success of your campaign. From counting the number of audience members reached to looking for changes in audience perception, you can get a good idea of how well you did.

Survey Your Audience
If you want to know how successful your campaign was, why not ask your audience? A survey is a great way to measure the attitudes and ideas of your community, and see how they change after the campaign is completed.

One simple yet effective method is to create a pre/post survey. Start by creating a single question that measures your audience’s attitudes. In a campaign geared towards reducing underage drinking, you could ask “How harmful is it to drink alcohol under the age of 21?” and ask survey participants to rate their answer on a scale from 1 to 5. Have your target audience complete this survey before your campaign begins to measure the attitudes you will be trying to change. After the campaign is completed, run the survey again, and compare the two sets of results. In the above example, a positive result would show that more of your target audience sees harm in underage drinking.

If you just want to measure how widespread your campaign was, you can try running a campaign assessment survey. The questions on the survey should be specific to your campaign - for example, you could ask whether people saw your messages and whether they liked them or not. These surveys don’t necessarily measure change, but they will help you determine how far your message reached.

Track Campaign Materials
Another way to evaluate your campaign is to track the amount of campaign materials you used. How many t-shirts, bracelets, or flyers did you give out? If you used more materials, you likely impacted more people. You can even ask people who take your post-survey to list the campaign materials they remember seeing/recieving to help you understand which parts of your campaign were the most successful.

ONLINE TRACKING
If you create a website or social media page for your campaign, you have access to a variety of tools to help track your success.

- Facebook’s analytics section lets you track the number of page views, likes, and engagements you’ve received.
- Twitter’s analytics page tracks the mentions, followers, and favorites attributed to your account.
- Google Analytics will let you track the pageviews on your website, and will even tell you where those views came from.

Advisor Action Point:
No matter how efficient a survey is, it’s usually impossible to survey every member of your target audience. Instead, introduce your students to the concept of a sample group - a randomly selected portion of the audience. For example, your school might have 500 students, and your group might only be able to survey 50 of them. As long as the sample group is random, you can still make use of your survey results.

If you’re looking for help creating a survey, check out the following resources:
- Survey Monkey lets you create an online survey, and the site’s help section is full of valuable tips and tricks.
- Survey Planet is another free, easy-to-use survey site.
A simple way to test the success of your campaign is to ask your audience. After reading “Evaluation,” work together as a group to come up with a simple question to ask your audience — for example, “Do you drink at home?” Print out survey slips and pass them out to members of your community before you start your campaign.

After you complete your campaign, run a similar survey using the same question. Compare the answers, and discuss the differences as a group. Did you see a significant change in the responses, and do you think this is tied to your campaign?

Your Question:

__________________________________________________________________________________________________

__________________________________________________________________________________________________

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Social Action Worksheet: Feedback

At the end of any campaign, it’s a good idea to discuss what you did well, and what could have gone better. After completing the steps on your Goal Checklist, answer the following questions as a group. Don’t forget to submit a copy of your answers to your dRAP Prevention Specialist; we always love to see successful campaigns in action!

**What went well for the campaign?**

__________________________________________________________________________________________________
__________________________________________________________________________________________________

**What should have been done differently for the campaign?**

__________________________________________________________________________________________________
__________________________________________________________________________________________________

**How did your audience react to the campaign?**

__________________________________________________________________________________________________
__________________________________________________________________________________________________

**What were the results of your campaign?**

__________________________________________________________________________________________________
__________________________________________________________________________________________________

**Did you achieve your goal?**

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__________________________________________________________________________________________________

**What are your plans for next year?**

__________________________________________________________________________________________________
__________________________________________________________________________________________________

**Is the program sustainable?**

__________________________________________________________________________________________________
__________________________________________________________________________________________________

**How can the campaign be enhanced for upcoming years?**

__________________________________________________________________________________________________
__________________________________________________________________________________________________
Examples of Social Action
- Above the Influence: http://abovetheinfluence.com/
- Harvest for the Homeless: http://theworldwewantfoundation.org/projects/harvest-homeless
- Natural High: http://naturalhigh.org/
- Day without Hate: http://www.nohatespeechmovement.org/
- Ready Set Action: http://www.readysetaction.org/actionprojects/

Gathering Demographic Information
- http://www.readysetaction.org/actionprojects/

Flash Mob
- http://www.wikihow.com/Organize-a-Flash-Mob

Social Media
- NYCBusinessSolutions_best_practices_for_social_media.pdf

Text Message Campaigns
- https://www.eztexting.com/
- https://www.callfire.com/
- http://text-message-marketing-review.toptenreviews.com/

Cold Calling
- http://www.wikihow.com/Cold-Call-Effectively

Brainstorming
- http://writingcenter.unc.edu/handouts/brainstorming/

Acknowledgements
- Colorado Prevention Partnership for Success
- The Lung Association, Alberta & NWT
- Jodi Lockhart, Certified Prevention Specialist II