

Youth
Changing
the World





This guide will walk you through the following steps that will help you make a meaningful impact on an issue that is important to you and your community:

Before Your Project:

Investigate

Choose your cause.
Learn more about your cause.
Identify your personal passions and assets.
Map community resources and assets.
Choose your action strategy.
Put it all together.



During Your Project:

Prepare, Plan, and Act

Gather a planning team.
Organize into task teams.
Team 1: Build partnerships.
Engage public officials.
Team 2: Gather resources.
Team 3: Tell the story.
Team 4: Recruit and work with volunteers.
Team 5: Organize event logistics.
Document your project through photos and videos.



After Your Project:

Reflect, Demonstrate, and Celebrate

Reflect on what you are learning and doing.
Evaluate your project outcomes.
Sustain your project.
Demonstrate and showcase your results.
Celebrate your success.



Before your Project

Investigate

Identify a local, national, or

global community need that

global community need to address.

you would like to address.

Choose Your Cause

What problems have you seen, heard, read about, or experienced that sparked your interest or concerned you?

What issue do you care about most?

The following are examples of common community issues. Select the one that is most important to you. The issue(s) you care about may not be listed. Add any issue(s) you want to help solve.

Education Recruit and train volunteer readers, tutors, and mentors.	Bullying/Violence Reduce bullying and/or violence in school and communities by%.	Dropout Prevention Encourage students to stay in school.	Disasters Help people to prepare for a disaster.
Safe Driving Educate people about the dangers of distracted driving.	Water Restore or protect bodies of water.	Reduce, Reuse, Recycle Keep pounds of glass, metal, plastic, or paper out of landfills.	Energy Help save energy and reduce your carbon footprint by%.
Hunger Provide food for people.	Economic Opportunity Organize a job skills training for people.	First Aid Work with local agencies to train people in CPR/first aid skills.	Gender Equality Speak out for gender rights to empower people.
Access to School Help students around the world attend school or	Trees Increase the Earth's tree cover by planting	Places to Play Create or improve playgrounds to provide safe	Green Space Create square feet of new green spaces or
gain access to the internet.	trees.	places for children to play.	community gardens.
	Health & Obesity Increase physical activity and / or healthy eating habits of people.	places for children to play. Disease Stop the spread of infectious diseases by immunizing or educating people	

Your Cause:	Your Vision: What would you like to see change?
Why is this issue important to you?	

Learn More About Your Cause

Now that you've chosen a cause, it's time to learn more about it so that you can bring your vision to life and make a meaningful difference. The more you research, the more effective your project will be.

Your Research Plan:

Community Need: Example: Increasing the amount of paper my school recycles.			
What do you already know about the need or condition you identified?	In order to take action and make a difference, what do you need and want to learn about?	What are sources of information (ideas below) you can use to get the information you need?	What did you learn about the community need and how to address it?
Example: In every classroom, we have recycling bins for paper and plastic.	Reasons why students do not recycle regularly.	Observations, a survey of my peers, and a conversation with library staff about their recycling program.	At end of class, students feel rushed and throw trash in the recycling bin. Our local library has an effective recycling program. They have specially-made lids on their recycling bins to prevent trash from getting in the bins.

You can use these sources to help you research the issues in your community.

Media **Conversations** Read newspaper and Interviews articles or blogs, or Talk with issue experts and watch videos about the issue. with those affected by the issue to better understand their points of view and priorities. **Observations Surveys** and Experiences Create and distribute Take notice of people, places, a survey using a Google Doc or behaviors, and keep track of Form, SurveyMonkey, or a observations. mobile app to find out what people know or how they feel about an issue.

Baseline Data:	What is the current status of the community need you identified? This will be your baseline data, the starting point from which you will set project goals and measure the impact of your project.

Identify Your Personal Passions & Assets

You researched and learned about a community need. The next step is to think about what personal passions and assets you have that can help make a difference.

These are examples of some personal passions and interests. Your passion may not be listed just add it! **Circle the one(s) that you enjoy most.**

Music Playing an instrument, singing, writing songs.	Art Painting, drawing, sculpture, graphic art.	Writing Writing poetry, stories, and plays; journalism.	Movement Dancing, martial arts, cheerleading.
Building Wood working, construction, welding.	Leadership Peace building, student government, politics.	Entrepreneurship Business, marketing, inventing things.	Sports Team sports, physical activities, competitions.
Teaching Mentoring, tutoring, teaching, reading to kids.	Nature Exploring nature, wildlife, gardening.	Animals Caring for animals, training, medicine.	Computers Software development, repair, web design.
Creative Arts Cooking, sewing, fashion, knitting.	Academic Subjects Science, math, history,	Speech Debate or public	Comedy Making people laugh,
Kilicentg.	literature, geography.	speaking, broadcasting.	jokes, writing sketches.
Spirituality Prayer, meditation, studying sacred texts.	Drama / Theater Acting, directing, theater lighting, or set design.	Photography & Film Taking pictures, making films, animation.	Reading Reading fiction, nonfiction, poetry.

Personal Assets (your strengths, things you are good at or enjoy):		
Skills and interests	Knowledge	
Interests and experiences	Traits	

How You Can Help:	How will you use your personal passions and assets to address the community need?

Map Community Resources & Assets

Just like your personal assets, there are good things in your community that can help you.

What assets does your community have to help you make your project a success?

Community Assets (educational, economic, religious, political, and cultural resources):		
People, associations, and groups	Places	
Events and traditions	Businesses, organizations, and institutions	
Partners: What other groups, classes/schools, or organizations might already be working on the issue?	Ideas: How have other people tried to address this idea? What has worked? What hasn't?	

Choose Your Action Strategy

You can lead change ASAP through Awareness, Service, Advocacy, or Philanthropy. Choose what kind(s) of action you will use to address the issue you chose.

AWARENESS

Educate. Share information and teach others to positively change people's behaviors.

Examples include: encouraging seat belt use and safe driving, recycling, healthy eating; discouraging smoking, bullying, and teaching families how to be prepared for disasters.



SERVICE

Volunteer. Use your creativity, time, and talent to directly meet a need in your community.

Examples include: tutoring, planting trees, improving school buildings, cleaning beaches and parks, distributing food or serving meals, and teaching senior citizens how to use technology.



ADVOCACY

Advocate. Speak out, join others, and persuade policy makers to change policies and laws.

Examples include: rallies, marches, protests, meeting with elected officials, speaking at public forums or meetings, voter education, candidate engagement, organizing petitions, and online advocacy.



PHILANTHROPY

Give. Collect and donate financial and in-kind support.

Examples include: raising money for hurricane disaster relief, clean water wells, mosquito nets, or research to treat and cure diseases; food drives and supply drives; and collecting books for children.



Your Action Strategy:

Put It All Together!

My cause is... My personal passion or asset is ... My service project is... My community can help by... My action strategy is... Example: **Community Need** Personal Assets **Community Assets** Type of Project **Project Idea** My cause is... My personal passion My community can My action strategy is... Creating new recycling is.. woodshop class. help by... letting me use doing direct service. bin lids that have slots increasing the amount of paper our tools in woodshop class just for paper.

Are you ready to do this project?

school recycles.

Answer these questions to make sure that your project is meaningful, doable, and effective:





- Will the project have a positive, and visible, outcome for your community?
- Will you be able to measure and track the impact or results of your project?
- Can you convince friends to join you? Can you promote the project as something that would attract them?

and donating wood.

- Is there enough time to plan and complete the project?
- Will you need funds to do this project and do you have a plan for how you will raise them? Do you know where, and how, you will be able to collect needed project supplies and materials?

If you answer, "Yes," to all these questions, you are ready to begin planning your project. If not, adjust or simplify your project idea as needed.



During Your Project

Prepare, Plan, and Act

Organize your team. Develop a

Organize your team. Take action.

Gather a Planning Team

Bring together a diverse team by inviting people who you think have assets to help your project, but with whom you might not normally get together.

Your Planning Team:	If you do not already have one, gather a core group of friends, family members, and other supporters – both youth and adults – who can commit to helping you plan and lead the project.		
Your Team Guidelines:	What values and ground ensure that the project g	rules will help your team work well together and goes smoothly?	
Team values:		Team ground rules:	

Task Team	Who? (names)	When? (due date, and when you'll start)	What's needed? (supplies)	What happens if: (any expected challenges)
Partnerships				
Project Promotion and Outreach				
Fundraising				
Volunteers				
Event Logistics				

Organize Into Task Teams

When you begin work on your service project, break into committees or task teams. Each group will focus on a different aspect of planning, preparation, and action. For example, your groups might include partnerships, gathering resources, working with volunteers, telling the story, and event logistics..

Team 1: Build Partnerships (Use pages 11-12 to plan.)
Refer back to the partners you identified on page 5 and add to the list.
Contact potential community partners to talk about how you can work together and support each other.
When you meet or talk on the phone, be sure to discuss:
• What are your measurable outcomes?
• What are important dates, times, and location(s)?
• Will you need volunteers? How many?
• How will you and your partners work together?
• Who will you want to talk to when you need to contact the organization?
• What can your partner provide that you need for your project? What can you offer your partner in return?
To Do:
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Team 2: Gather Resources (Use page 13 to plan.) Research the cost of materials, equipment, and services you will need for your project. Develop a budget that you will maintain throughout the project (Resource Plan).
 Will you need extra funding or support? Your budget can include grants, donations, and fundraising events. After the project, how will you recognize and thank all sponsors, donors, and volunteers? To Do: O
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Team 4: Work with Volunteers (Use page 15 to plan.)

Before the Event

- How many volunteers will you need? What will you need the volunteers to do? How will you explain your project to volunteers?
- Which groups or individuals may be willing to help with the project? Consider student groups, community organizations, businesses, faith communities, and friends and family.
- Use social media to spread the word about your project and promote volunteer opportunities.

On the Day of the Event

- Designate someone to greet volunteers as they arrive. Have you given them clear instructions on what to do, where to go, and how to get started?
- Make sure to check on volunteers and offer feedback and encouragement.
- · How will you help make the volunteering experience meaningful?

After the Event

· How will you recognize and thank volunteers?

Tips to get you started:

Jusk ask! Being asked is the #1 reason people volunteer.

How did someone get <u>you</u> **to volunteer?** Try using that same strategy!

Be specific and personal. Tell people why they are needed and how their skills will help the project.

Reach out to diverse groups

by using a variety of methods such as Facebook, Evite, VolunteerMatch, posters, community calendars, and tables in high-traffic areas like cafeterias.

To Do:	
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Team 5: Organize Event Logistics (Use pages 16-17 to plan.)

• Make sure you have a plan to address all logistics including: schedule, equipment and supplies, facilities, speakers and entertainment, food and beverages, transportation, signage, bad weather plan, safety and security, and photography and videography.

To Do:		
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Team 1: Build Partnerships

Community partners can help you identify community needs, effective strategies, and resources to address those needs; refine your project idea by providing feedback; and spread the word out about your project.

Who should we contact?

- · Passionate, engaging people people who want to get others involved!
- Set up a Google Alert or do a Twitter search about your issue to find out who in your community is an expert on that issue.
- Attend a community workshop or lecture. Check out the community events calendar in your local newspaper for a listing of these events.
- Experts connected with these organizations working on your issue:
 - · Government agencies or departments
 - Issue-based organizations
 - Universities or colleges
 - o Organizations working on a local level in the community you identified

How should we contact partners?

- Once you have identified someone to contact, do more research to learn about their work and their accomplishments. Check out their website or Twitter feed, or read articles they have written.
- Send an introductory email asking for a short (5-10 minute) phone call. When you talk or meet, discuss:
 - Your inspiration and project why this issue is important to you and what you are doing about it.
 - · Your "ask" the advice or support you are seeking.
 - · Your assets how the expert will benefit from advising or working with you.
 - Your availability days and times when you are free to talk.

Working with Community Partners

As you work with your community partners, make sure you can answer these questions:

Questions?

How does your project meet you and your

How will you demonstrate and celebrate

with your partner?



Answers?

Goals and Expectations	partner's goals? What do you and your partner expect from each other?	
Responsibilities What resources does each partner bring to the table?		
Logistics	Are there specific requirements for dress, behavior, or tools?	
Supervision and Liability	Who will be supervising the project? Who assumes responsibility for recruiting and training volunteers, if needed? Will liability waivers be required? Who will provide these?	
Reflection	How will you reflect during the project? Will the partner participate?	

Demonstration/

Celebration

Engage Public Leaders

Public officials - such as your mayor, school board members, or national legislative leaders - work to serve you. You can ask them to support your project in many ways, such as:

Volunteering with your project or addressing project volunteers during welcoming or closing remarks.

Acknowledging the power of youth service by awarding certificates or hosting a recognition ceremony.

Discussing ways you can work together to address the community need by inviting you to a public meeting or a town hall forum.

Your Goals:	what is your purpose for contacting public officials?			



Which public leaders will you reach out to? What will you ask them to do? How will their involvement benefit your project?

Tips to Get Started

- Focus on local officials first (e.g., mayor, town councilors, state/provincial legislators, school officials).
- Inform officials at all levels (local, state/, and national) who have jurisdiction over where you live about your project and the activities you have planned.
- o Get to know their staff; they are always more accessible, are the ones who have been doing the issue research, and can help bring your project to the attention of the public official. Place a quick call to the official's office, and ask for the contact information for the staff person assigned to handle your issue.

Team 2: Gather Resources

Develop a project budget and fundraising plan.

Brainstorm expenses.

- Make a list of all project expenses -- everything you might need from beginning to end. Your expenses might include:
 - equipment (e.g., shovels for a garden project);
 - · materials and supplies (e.g., plants and mulch for a garden project, or paper for promotional flyers);
 - · water and snacks for volunteers; and
 - project site or facilities rental fees.
- **o** Double-check your list by walking through each project activity, including planning meetings, promotion and outreach, volunteer orientation, the service activity, and recognition and celebration events.
- **o** Think sustainability! Budget for items that will increase your capacity to do your project again. Try to re-use materials and supplies to build infrastructure or physical spaces.

Determine the number of items.

- When figuring out the number of items you need, remember to take into account:
 - · Number of project participants (volunteers and beneficiaries) x number of project participants

Determine cost of items.

• Seek out and compare different price options to find the best deals.

Consider the following fundraising options:

Activities and Events

Plan and host an activity or event, such as a car wash, bake sale, or concert, and inform your community how the money raised from the event will be used to support your project.

Grants

Check out which grants are currently available at www.YSA.org. Apply for funds that are given by an organization or a foundation to be used for a specific, agreed-upon purpose.

Donations

Ask friends, family, or businesses to make a monetary contribution to support your project.



In-kind Donations

Ask friends, family, businesses, or organizations to make a non-monetary contribution, such as use of equipment or tools, or food.



- Whenever possible, borrow equipment and materials from family members, neighbors, and members of the community (and remind lenders to mark their name on their items so that all materials can be returned to proper owners).
- Ask family members, businesses, and members of the community for monetary or in-kind donations (non-monetary contributions of products or service, such as bottles of water and granola bars from a local grocery store).

Sample Fundraising Plan

Funding Goal / Resource Needed	Potential Source of Funding	Team member responsible	Due Date or Deadline	Amount or Item Secured	Funder Thanked (Y/N)
10 cases of water	Grocery Store	Pat	Oct 15	10 cases of water	Υ
\$1,000	YSA Grant	Jamie	Sept 1	\$1,000	Υ

Team 3: Tell the Story

You are proud of your project, and you want others to know about it and get involved. Engaging the media and telling your story on social media is a chance to amplify your voice!

Outreach to Media

Your Goals:	What do you want people to know about your project?	Yo	ur Plan:	How will you and others working with you use new media (Facebook,
				gs) and newspapers, radio, or television rs about what you are doing?
•	trying to tell about your project? want them to do?		What are the target audi	ne best media outlets to reach your ence?

Interview Tips:

Is a journalist interested in speaking with you about your project? Fantastic! Journalists will want to know how their readers or viewers can get involved with and benefit from the project. Develop three main talking points based on the key details of your project (who, what, where, when, why, and how) – three important messages you want to share with the media and your audience.

- **o** Who is involved in your project? Who does this issue affect?
- **o** What is the goal of your project?
- **o** When and where will your project happen?
- **o** Why is this project important to you? What motivated you to act? Why should members of the community support your project?
- How can members of the community get involved with or support your project?

Speaking to the media can be a scary yet exciting experience. It is a great chance to demonstrate leadership and public speaking skills and share the impact of your project.

- Relax and look at the reporter rather than the camera.
- Be passionate! Your enthusiasm can get others interested in what you are doing.
- Give visual, vibrant descriptions of your project.
- Keep it positive. Focus on your solution to a community issue.

Team 4: Recruit & Work with Volunteers

ur Goals: Determine	the number of volunteers you need:	:
· How many pre-project, day	v-of, and post-project volunteers would yo	u need?
• Are there tasks that might	require multiple shifts?	
· Will you need adult volunte	eers to supervise youth (under age 18) volu	unteers?
Your best guess - total num	ber of volunteers needed:	
What do you need help with	n? Any special skills required?	Who could help you?
pporting Volunteers		
ce you have recruited voluntee	ers, how will you support them? Think abo orite volunteer experience? How were you During Project	
ce you have recruited volunted periences. What was your favo	orite volunteer experience? How were you	supported?
ce you have recruited volunted periences. What was your favo	During Project	After Project
ce you have recruited volunted periences. What was your favo	During Project	After Project
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Team 5: Organize Event Logistics

Implement your project plan. Remember to prepare all of the following logistics to make your event successful.

Schedule	Equipment and Suppli	es	Facilities
Speakers & Entertainme		d and Beverages	Transportation
Signage	Safety & Security		Photos & Videos
Bad Weather Plan			

Document your project activity through photos and videos.

Photos and videos of your project can be used for many purposes, such as:

Promoting project	your	Tracking project progress	Sharing project results	Preserving memories
Your Goals:	How will yo	u use project photos and v	videos?	Tips to get you started:
		ese photos and videos ber		Engage volunteers! Find volunteers who enjoy taking pictures and making videos, and ask them to be the "official" project photographer or videographer. Document the whole process! Take photos and videos throughout your project,
Your Plan:	Who and w	hat will you photograph a	nd record?	not just at the end. Get inspired! Think of your favorite photos and videos. What makes them great? How can you use photos and videos to tell the story of your project?

Photo and Video Permissions

Remember to be sensitive to those being photographed. Always gain permission from the subjects, and make sure that parents or guardians of any participants under the age of 18 sign a photo release form authorizing you to use the photographs. For a photo permission template, check out www.GYSD.org/promote.

Are you ready to implement your project plan?

- **o** Do you have clear, measurable project goals?
- Are all project team members aware of the project goals?
- **o** Do you have a method to track progress towards project goals?
- **o** Do you know how many volunteers you need to recruit?
- **o** Do you know how much money you will need to do your project?
- **o** If applicable, do you have plans to recruit volunteers, promote your project to the media and public officials, and raise funds to cover project expenses?



If you answer, "Yes," to these questions, then you are ready! If not, you may need to spend a bit more time adjusting your plans.



Reflect

After your Project

Peffect, Demonstrate,

Peffect, Demonstrate,

and Celebrate

and Celebrate

Evaluate your results. Plan to

Evaluate your results. Plan to

continue or sustain your project.

Reflect on how you connect with what you are learning and doing.

How has your participation in the project impacted you, and how have you impacted your community? Think of fun, creative ways you can reflect with your planning team throughout your project, or use the sample questions and activities below. When appropriate, include project volunteers, beneficiaries, and partners in your reflection activities.

Sample Questions:

- · What inspires you to serve?
- · What does service mean to you?
- · Service is power because...

Your project and you

Your project and your community

- How would you describe your connection to your community?
- What short and long-term impacts will your project have on your community?

- Which skills are you learning and demonstrating through this project?
- What interesting careers have you learned about through this project?

Your project and your future

Sample Activities:

Blogs	Videos	Personal journal	Small and large group discussions
Poems	Interviews	Group journal	Photo essays or collages

Yo	ur Reflection Plan:		

Evaluate Your Project Outcomes

Find out what changed in your community as a result of your project. Did you meet your project goals?

Measure, track, and record project outcomes.

Your Vision	Project Goals	Baseline Data	Project Outcomes (including the number of people who benefitted from your project):

Evaluate your project planning and implementation process.

What worked well?	What would you do differently?

As you implement your project plan, sometimes things don't go exactly as you planned, and that is okay. As you evaluate your project outcomes, think about the challenges you encountered and how you overcame them. Next time you plan a project, you will be able to utilize these problem-solving skills in order to have an even greater impact.

Sustain Your Project

Make plans to continue or expand your project.	
When and where can you do your project again?	
How can other communities get involved? How can you	
get more friends and youth involved? Can you create and reach even more project goals?	
Your Sustainability Plan: After your project, how will you expand	
and keep your project going over the long term, so that you can make an even bigger difference?	
Reflection Questions:	

Who will carry on your work after your project is finished?

How will your project continue to impact your community?

What do you want people to say about your project in one month, one year,

five years, or ten years?

Demonstrate and Showcase Your Results

Congratulations! You used your passion to lead your community and to make a difference. Now, share your results and show others how to replicate your project.

Sample ways to share project results: Sample ways to teach others how to replicate your project: · Create a blog or a video that features "before" and "after" pictures · Host a workshop for a group of your peers or of the community. community members explaining your project · Host a Grand Opening event and invite community members to planning process. learn about your community garden, restored wetland, cleared trail, · Create "how-to" guides and videos and post beautified park, etc. them on the YSA or Global Youth Service Day · Give a presentation to your school board or your town council. Facebook page or on websites like · Send a press release to local media, or write an article for the school www.Instructables.com or or community newspaper. www.Howcast.com. • Post photos and project results on your project's Facebook page. · Present your project at a conference. · Create an "FAQ" or "Q and A" section on your project's blog site.

our Demonstration Plan:	How will you share your results and teach others how to replicate your project?	

Are you ready to share the results of your project?

Does your demonstration activity:

- Have a clear target audience?
- Use a presentation strategy that will engage your target audience?
- Include information about your project's impact on the community?
- **o** Explain how you were impacted by the project?
- Inform others how they can get involved in this issue and take action?
- Teach others how to replicate your project?
- Acknowledge and thank all those who supported your project?

If you answer, "Yes," to these questions, then you are ready!

Celebrate Your Success

		Time to entire extended	
Your Celebration Plan:	How can you recognize and thank all project volunteers,	Tips to get you started:	
	partners, and funders?	Send thank you letters and include information about the impact of the project.	
		 Apply for the President's Volunteer Service Award or YSA's Everyday Young Heroes Award at 	
		www.YSA.org/awards	

Celebration and Recognition Ideas:

- · Hold a culminating event to bring together everyone involved in the project and provide a focal point for demonstrating and celebrating both learning and service. The event might be a traditional awards banquet or ceremony or a less-formal picnic or potluck. Effective culminating events recognize the efforts and impact of youth and their community partners.
- Report the results of the service to everyone who served. Encourage participants to feel proud of the work they have done, and to recognize and appreciate their involvement in the youth service movement.
- Offer recognition items, such as certificates, plaques, T-shirts, or pins. Or offer small gifts, such as mugs, key chains, baseball caps, flowers, books, music CDs, or gift certificates.
- Nominate outstanding youth for local and national awards and scholarships. Consider the President's Volunteer Service Awards, which are given to individuals of all ages who demonstrate a commitment to service.
- Get feedback from key stakeholders and participants, including community partners and project beneficiaries. Gather ideas for the next project.
- Coordinate with schools so that youth get service credits on their transcripts. These can be used to meet graduation requirements, club requirements (such as National Honor Society), or college applications.
- · Encourage participating religious institutions to honor the youth who served during worship services.
- · Send thank-you notes to organizers, funders, and anyone else who assisted you with your project.

Thank you for your service and leadership to change the world!



www.YSA.org



