YOU’RE ABOUT TO ORGANIZE A SERVICE PROJECT AND MAKE A DIFFERENCE IN YOUR WORLD – WAY TO GO!

Your service project is a great way for you to combine your passions, interests and hobbies while making a difference in your community!

This action kit, created by Disney’s Friends for Change and YSA, will give you tips on how to Spark an Idea for your service project!

BE CREATIVE AND USE YOUR IMAGINATION

As you begin to plan your service project, start by answering a few questions to help shape and guide your project.

• What Inspires You: Why do you want to organize a service project?

• How Are You Special: What are your talents and hobbies, or favorite activities and interests?

• What Are You Good At: What do you think you do really well, and what makes you happy? Think about experiences that excite you and channel that excitement into your new project.

• What Can YOU do: What would you do to change your community, if there were no limits? Eliminate excuses and partner with others who will help you plan and do your service project.

TIP:

To learn more about the issue your service project is going to deal with, interview community members, read newspaper articles or blogs about the issue, and search for people or organizations on Twitter and Facebook who share your passion.

TAKE A PERSONAL INVENTORY

Your passion, knowledge, experiences, and enthusiasm will motivate others to join you in your project. What can I bring to the project? What and how can my friends, parents and family, or other adults around me contribute?

• Take an inventory of your experiences, talents, and knowledge; becoming aware of your personal gifts will increase your connection to the community issue and make the project more meaningful to you.

• What do you need to learn more about, in order to make a bigger difference with your project?
THINK OUT LOUD

When service projects are connected to your sparks — hobbies, interests, or dreams — you are more likely to be excited about your project. Start by thinking out loud — brainstorm issues in your community that you can help fix with a fun and creative service project. To help brainstorm community issues, try the following:

- Use your own experiences and observations.
- Interview friends, family, others in your school, and neighbors. (Be sure to ask your parent, guardian, or mentor for permission.)
- Research your issue on the Internet to find resources you might be able to use.
- Brainstorm how you can work with your community, and use your passion and creativity to make a difference.

TIP:

Are your friends, family, or other kids always coming to you for help with certain things, or complimenting you on anything? We all have skills and talents that people appreciate; do what comes easy and natural to you.

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TAKE A COMMUNITY INVENTORY

Taking a good look at your community will help you identify its needs and priorities, as well as what works well, and what needs help – YOUR help! Be sure to let your parents or guardians know what you are planning and invite them to come along!

- Take a walk around your community, taking notes and pictures. Get together with your friends and talk about things you would like to change or improve.

- How can your friends and other young people help you build your project?

- What else can others in your community – adults, organizations, or special interest groups – help you with?

- Interview people who are already working on the issue that you care about. Ask them about their spark – and how they turned it into action.

TIP:

Check with friends who have invited you to join in their project, or who have done a project that you liked. Ask how they invited all the people they needed to help make their project a huge success!
RAISE YOUR VOICE

You have discovered your passions, talents, interests, and hobbies, brainstormed community issues, and tapped into your creativity and imagination. How can you be sure that your service project will reflect your “sparks”?

• **Share your excitement!** Reach out to lots of other young people, tell them what you want to do, and invite them to add their own ideas to help make your project a success.

• **Speak up!** As you invite adults to share their skills, experience, and resources, let them know that you are excited to have them help you develop your idea.

• **Lead the way!** Be prepared to commit the necessary time and energy to manage your project, and encourage your friends, family, and others to follow your example.

• **Be responsible.** Seek out lots of expert advice and help in turning your ideas into a successful project plan — you don’t have to do it alone. Then, be prepared to make the important decisions.

We know you’re working hard to make a positive lasting change in your world! Thanks for all you do and for inspiring others to take action, too!

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YOU’RE ABOUT TO ORGANIZE A SERVICE PROJECT AND MAKE A DIFFERENCE IN YOUR WORLD – WAY TO GO!

Your service project is a great way to include your friends, family, and neighbors so that they can help you make an even bigger difference in your community!

This action kit, created by Disney’s Friends for Change and YSA, will give you tips on how to find old and new “Friends For Change” for your service project!

1. FIGURE OUT WHAT’S YOUR PITCH?

Think about what inspired you to become a “Friend for Change,” and how this could help you to get others to join you.

- What are your goals for your project? How might you get others to care about them as much as you do? Why do you want to organize a service project?

- Know your “Friends”: Think about your friends and how you can connect your project to things that they care about, too!

- What can I do to help: Put together a list of all the tasks that you will want others to take on, and plan to share this list with your “Friends”. Make sure each task sounds manageable, exciting, and fun to do!

- Create a timeline: Your new “Friends” will want to know what you will expect from them. Be sure they understand how much time the task might take, when it will start, and when it will end.

2. ASK FRIENDS TO BUILD YOUR TEAM

Now it’s time to find others to help you make an even bigger difference! Invite your friends, classmates, teammates, student groups, family, and neighbors to join you on your team.

- The More the Merrier: Don’t limit the number of youth or adults you recruit for your project. Having a lot of volunteers motivates others to join your cause!

- Light THEIR Spark: Match up the interests, skills, and passions of your friends for change with what you will need for your project.

- Off to a good start: The sooner you recruit your team, the more help you will have in designing, shaping, and doing your project.

TIP:

To recruit and let others know you are looking for their help for your project, contact local radio and television stations and arrange for a spot in their volunteer or community events section.

FOR MORE IDEAS ON HOW TO HELP PEOPLE, COMMUNITIES AND THE PLANET, CHECK OUT: DISNEY.COM/FRIENDS
3

ALL ABOARD!

Call or email all of your volunteers to thank them for joining you and to confirm their participation. Remind them about the date, time, and location of your project, and review the details about their tasks and responsibilities. (Remember to let your parents/guardians know before you make these calls.)

Talk to your classmates, teammates, student groups, and various adults to see if they are interested in helping with your service project. To help recruit volunteers, try the following:

- Use social media (e.g., Facebook, Twitter, YouTube, etc.) and websites to spread the word about your issue, project, and your need for volunteers.

- Be sure to include adults - ask your teachers, family, or local businesses to help with providing experience, advice, space, or materials.

- Connect with a local volunteer or youth community center and share your event and opportunities. This is a great way to connect with others who are passionate about making a difference – like YOU!

- Invite your classmates and others at school to become a part of your event. Spread the word about your project during the morning or afternoon announcements.

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Now that you have recruited all of your volunteers, it is time to organize everyone into small groups and assign projects and tasks.

- Meet with all of your volunteers to discuss your event and everything that they, and other members of your team, will be doing.

- If you are planning a big event, recruit even more friends and ask some to be team captains who will focus on managing volunteers, arranging logistics, getting publicity, and gathering resources for your project. Assign tasks to your “Friends” based on their experience and interests.

- Help everyone on your team understand how important their own piece is to the whole project!

TIP:

Present your volunteers with “Friends For Change” certificates or small gifts to thank them and let them know how much you appreciate all of their hard work with you!
BUILD PARTNERSHIPS

Your service project is a great opportunity for you to work with other families, youth groups, neighbors, and local organizations or businesses. What if you don’t want to lead the project yourself? Don’t worry – there are MANY ways to be a Friend for Change. You can still add your spark to help come up with the ideas, plan, create, and carry out the project!

• The best partnerships are mutually helpful, and everyone shares the same goals and purposes.

• Find other kids, families, community groups, and business that share your goals, and ask them to join with you in recruiting volunteers, gathering supplies, or promoting your event.

• Stay in touch! Communicate often with your partners. Keep everyone up-to-date about the progress of your project, by setting up regular planning meetings or by establishing a regular check-in time along the way.

• Visit www.YSA.org/partners to learn more about connecting with other schools, young people, organizations, and businesses.

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GET THE WORD OUT
ACTION KIT

YOU’RE ABOUT TO ORGANIZE A SERVICE PROJECT AND MAKE A DIFFERENCE IN YOUR WORLD—WAY TO GO!

Before you begin, it’s important to let your friends, family, and community know what you’re up to so they can pitch in and take action by helping people, communities and the planet, too!

This action kit, created by Disney’s Friends for Change and YSA, will give you tips on how to Get the Word Out about your event!

1 GET READY TO GET RECOGNIZED

Before you start spreading the word, it’s good to prepare for all the things that come with announcing your event to the public.

• Don’t Be Shy: Announce your plan of action. It shows you’ve worked hard to make positive change a priority.

• Bring On the Publicity: Any positive publicity you can get for your event is a plus—it’s all about awareness and inspiring others to help, too. Bring it on!

2 CONNECT WITH PUBLIC OFFICIALS

Connections are key when it comes to publicity and public officials are a great way to Get the Word Out. From local school directors and city leaders to the mayor, governor and even national government officials, you can reach out to leaders at all levels (why not try them all?).

Ask them to:

• Roll up their sleeves and volunteer at your event.

• Make a public statement about your event and encourage other kid-led projects.

• Invite you and your friends to a hearing on the topic of your event (i.e. the topic of hunger if your event is a food drive, or the topic of ocean health if your event is a beach clean-up).

TIP:

Public officials get lots of requests, so you want to make it as easy as possible for them to say, “Yes!” Remember to contact them far in advance, suggest a variety of ways to get involved, and be very clear about the date, time, location, and other information about your event. If you don’t hear back, follow up and always remember to say, “Thanks for your time.”

FOR MORE IDEAS ON HOW TO HELP PEOPLE, COMMUNITIES AND THE PLANET, CHECK OUT: DISNEY.COM/FRIENDS
CONNECT WITH THE MEDIA
You’ve got a great story to tell! Here are a few ways to use newspapers, radio, television, social media and blogs to share the great things you’re doing to make a difference in your world:

- Post posters for your event (including who, what, where, when and how) at school and in your community.
- Make an electronic flyer (with the info above) to post on school and community websites.
- Post a blog that leads up to the event and gets people excited to participate.
- Ask businesses, nonprofits, and schools to include your event info on their websites or newsletters.
- Invite public officials, local celebrities, and VIPs to attend your event or to post event info on their websites.
- Don’t forget to use the SAMPLE MEDIA RELEASE found on the YSA website, at www.ysa.org/grants/disney-friends-change-grants

TIP:
Be ready to answer questions from the media about why you are doing your event, what you hope to accomplish, and how it’s going to help people, your community or the planet. Know the event details well, show you care, and always be positive—enthusiasm is contagious!

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CONNECT WITH YOUR COMMUNITY

Your event can connect you with your community like never before. Partner up with local businesses and organizations to get help in any number of ways—from providing food for the event to a location to host it. Where do you start?

- Plan a partner meeting (check the partner’s website to find its mission and research details you can use to connect with your mission).
- Be clear about goals and expectations (what will you provide for them, and what can they provide you?)
- Invite the partner to help you plan.
- Be organized, give your partner plenty of notice for things you need from them, and always fulfill your promises to them.
- Don’t forget to send your partner a thank you and report your results after the event.

TIP:

To find partners, try local businesses, non-profit or community organizations, schools and colleges, neighborhood associations, religious organizations, service clubs, athletic associations, elected officials, media, and more! For examples of past and current YSA sponsor partners, visit ysa.org/sponsors.
REPORT, DEMONSTRATE & CELEBRATE YOUR RESULTS

REPORT: Once you have taken action to Get the Word Out, don’t forget to report your results. We’d love to know about your event and how it went!

Information to provide:

• A written summary of your event (give us all the details you can!)
• Photos of you and your friends in action
• How will you measure the change or improvement that your project will make?
  • For example, “We will count the number of bags of trash that we remove from the stream.,” or “We will report on the number of hungry people that we will serve meals to”, or “We will count the number of people we teach about our issue.”

DEMOnSTRATE: Send a follow up press release to the media and elected officials after your event to share how you made a difference in your community.

CELEBRATE: Now that your event is complete, it’s time to grab your friends and volunteers, celebrate your success, and start planning your next Friends for Change project!

• Host a thank-you ceremony in your city center or town square for you and your volunteers.

We know you’re working hard to make a positive lasting change in your world! Thanks for all you do and for inspiring others to take action, too!

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YOU’RE ABOUT TO ORGANIZE A SERVICE PROJECT AND MAKE A DIFFERENCE IN YOUR WORLD – WAY TO GO!

Your service project is a great way for you to be a leader in your school, family, or neighborhood while making a difference in your community!

This action kit, created by Disney’s Friends for Change and YSA, will guide your project planning and organization, and help you Make it Happen!

GET READY TO GET ORGANIZED!

The key to a successful service project is good preparation and LOTS of planning:

- **The Earlier the Better:** The bigger your goals, the more details you plan to include in your project, or the wider your outreach, the more time you will need to plan and organize. It’s never too soon to get started.

- **Teamwork is Key:** Do a quick check-in to make sure that everyone shares the same goals, strategies, and outcomes. Remind everyone how individual roles and task assignments fit together, and that teamwork will make the project a success.

TIP: To help you get a good picture of everything that is involved in your project, and to stay on track and on time, set due dates for each task on your list. Assign and share these with all the Friends for Change who are working with you.

CREATE A PROJECT TIMELINE!

Creating and following a timeline will help you complete all of your project tasks on time. Here are a few ideas on how to create a schedule so that you aren’t rushing to complete everything at the last minute:

- Make a master checklist for all tasks that may need to be carried out for your project, assigning them to your team members. Review the master checklist regularly in the weeks leading up to your event.

- Make a second master checklist of all supplies you will need. Plan enough time to ask for donations, purchase supplies or materials, or get them ready and available for your project.

- Prepare a detailed project budget that includes the quantities and costs of everything you will need.

- Plan to walk-through the project site a week or two before your event. Locate bathrooms, parking and transportation options, and look for any potential safety concerns.

- If you’re planning a large-scale celebration or kick-off event, begin at least two months in advance to invite any special guests, or to reserve a special location for the event.
DAY-OF-EVENT PLANNING!

You've been planning your project for weeks, and today is the big day! So now what?

- Together with a few members on your Friends for Change planning team, walk around your project site before volunteers arrive, to make sure that everything is ready.

- Prepare a detailed schedule for your project day, so that everyone knows what to expect.

- Register and check in all volunteers. Provide easy-to-understand instructions on what they will be doing, and how they will help make a big difference in their community.

- Depending on the size of your event, assign team members to be problem-solvers throughout the day.

- Distribute all project materials and supplies before the start of your event. Clean up and recycle any unused materials at the end of your event.

- Assign a team member to greet local celebrities, VIPs, public officials, and media. Encourage your team members to share how their participation is starting a chain reaction to help improve their community.

TIP:

Plan to decorate your project site with banners, balloons, posters, and streamers. Remember to include sponsor logos on banners and posters, and recognize all those who provided you with donations.

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**HAVE FUN AND CELEBRATE!**

Today’s the day you’ve been waiting for; it’s time to do your project!

- **Stay on Track:** Refer to your timeline to make sure that you start and end on time, and that everything you’ve planned is completed.

- **Honor your Volunteers:** Thank everyone who helped you create, plan, and organize your project. Present them with a certificate or host a volunteer celebration at the end of the event.

- **Kicking it Off:** Acknowledge the sponsors who helped support your project with funds or with donated materials, supplies, and food. Thank everyone for coming to your event; explain the reason for your project and how it will make a difference in your community.

- **Go with the Flow:** Even the most carefully planned project can come up against an unexpected challenge along the way. Remember to stay positive. Keep your focus on the final goals and outcomes.

- **Say Cheese:** Take pictures throughout the day. Include a group shot at the beginning/end of your project to highlight the amazing work you and your Friends for Change are doing in your community.

**TIP:**

Share your excitement about your project using social media to post pictures and spread the details about your event and its activities.
SHARE YOUR STORY

All of your hard work and planning has paid off; your event was a huge success and everyone can’t stop talking about it!

• Write an article about your event, highlighting the issue your project tackled, and the changes you made in your community. Submit it to your local newspaper or post as a blog entry. (Always remember to get your parent or guardian to give you permission whenever you reach out to media.)

• Record a video of your event and post it on a video sharing site, like YouTube or Vimeo. (Remember that if you are under 13, talk to your parent or guardian before accessing these sites.) Share your video with your elected officials, teachers, and local businesses and community organizations.

• Host a community day and share the results of your project with your friends, family, teachers, neighbors, elected officials, and local media.

• Share your photos, videos and reflections (quotes, what you learned, something really exciting that happened) on social media sites. Tell others how you changed your community, and how they can become Friends for Change and help their communities, too.

We know you’re working hard to make a positive lasting change in your world! Thanks for all you do and for inspiring others to take action, too!

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You made a big difference in your community! Now it is time to celebrate, and tell more people about your project so that they can follow your example. Keep going - your community needs you!

This action kit, created by Disney’s Friends for Change and YSA, will help you build upon your project to make an even bigger difference!

1. **THINK BIG**

   Your service project is just a beginning. How can you keep your project going and be a Friend for Change all year round?

   - What would you need to make this project help even more people and organizations?
   - How can you help more people learn about the issue you worked on and what they might do to help?
   - Are there spin-off projects that you can think of to help your issue, or did your project help you to become more aware of other problems in your community?
   - What could you do so that the impact of your project lasts long after your project ends?
   - What are kids in other states or even in other countries doing to make a difference on this issue in their communities?

2. **GREAT JOB!**

   Let people know how much you appreciate all their work!

   - Send handmade cards, with a photo of the project.
   - Have a party and celebrate the great job you did together. Ask the Mayor or another public official to come and give out Friends for Change certificates to all who participated with you.
   - Nominate volunteers for awards like the President’s Volunteer Service Award. Or, create your own awards to acknowledge something special: “For inviting many others to help” or “For smiling even when the work was hard”.
   - Be sure to thank any businesses that may have helped you with their donations of supplies, food, or employee time.

   **TIP:**

   As you are looking to continue, expand and keep your project going, think about what went really well. Ask your friends, family, neighbors, and the organizations you helped to share their ideas about how you could make an even bigger difference!

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For more ideas on how to help people, communities and the planet, check out: disney.com/Friends
SHOW ME!

It’s important to let others know how you did your project, to share your results, and give them ideas how they can get involved. Be creative!

- Make a video about how to organize a service project like yours. Plan to show it at school assemblies, neighborhood meetings, and even the City Council!

- Find out when the chapters of service organizations like Rotary or Lions Clubs meet and ask if you can make a presentation about your project. They will welcome you!

- Tell a local reporter about your project so that s/he can inform the public about what you were able to do.

- Make it a family tradition: Celebrate birthdays by serving together and invite your friends and their families to join you.

TIP:

Go viral! Share your project story with other kids everywhere by using social media, or by setting up and maintaining a special website about your project.

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FOR MORE IDEAS ON HOW TO HELP PEOPLE, COMMUNITIES AND THE PLANET, CHECK OUT: DISNEY.COM/FRIENDS
COVER YOUR COSTS

Now that you have some experience in doing your project, you know what you need to make it bigger and even more successful. To expand what you achieved:

• Start looking for grant opportunities and apply early! You can write a very strong application because you already have your first project results to share.

• Ask any businesses that may have donated money or supplies to you to let other stores know you are continuing your project, and that you need their help, too.

• Think about how you can save money when continuing your project by re-using materials instead of buying new ones, or by borrowing supplies that you may not need to buy.

TIP:

Find out if there are young people or even youth organizations in other communities trying to change the same issue you are working on. Let them know what you are doing and see if there are ways that you could join your efforts together.
SO WHAT? NOW WHAT?

Now you know what it takes to make your community better and you are ready to make an even bigger mark.

- While your project was a huge help, the issue you worked on needs continuing support. Reach out to public officials and encourage them to become Friends for Change, too, by developing policies to really make a change for good.

- Find out about jobs and careers connected to the issue you worked on. Talk to people working in that field and find out how they prepared for the careers they have.

- Keep reading and learning about the issue you are interested in: follow blogs, read the news, talk to people who share your interests and volunteer to help them with their work!

- The possibilities are endless! Think of new ways to impact your issue – or use your new skills and project planning experience to tackle a new issue – and keep on being a Friend for Change!

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