

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!



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**WAYS TO
GET THE
WORD
OUT**

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:

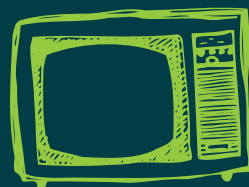
Public officials get lots of requests, so you want to make it as easy as possible for them to say, "Yes!" Remember to contact them far in advance, suggest a variety of ways to get involved, and be very clear about the date, time, location, and other information about your event. If you don't hear back,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

3

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.



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!

NOTES AND PROJECT IDEAS



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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!



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!

NOTES AND PROJECT IDEAS

