

## TRACKING ACTIVITIES

It is vital that your Peer Leader team regularly track and evaluate your efforts. We want to touch both minds and hearts with the impact of our efforts, and one of the best ways to touch minds is to have numbers associated with the reach of your campaigns (for example, “We had 350 people engage with this campaign and name 1,100 Trusted Adults in our school and community!”). One of the best ways to touch hearts is to share stories of impact (“A sophomore came to our counselors with one of his friends he was worried about after participating in our Connect campaign; we were able to have a conversation and conduct a suicide risk assessment and get this person the help they deserve. That is because of you all!”) Here, you can note what you did and how many people you helped engage with strength. It is also very helpful to keep a record of what went well and what could be improved upon in the coming year. While it can be fun to continually come up with all new ideas, it is not always necessary. Some great campaign ideas can be used again and made fresh with some minor adjustments. This Activities Tracking form is to help Peer Leader teams work smarter,

not harder. A common maxim in the business world is, “You can’t manage what you don’t measure.” Collecting data gives teams insight into what is working and what isn’t; it allows teams to strategize more effectively and efficiently, making them more productive in their mission to create culture change with Hope, Help, and Strength. This helps you capitalize on opportunities for growth, but it is also great for helping celebrate the efforts of your Peer Leaders. How many donuts did we hand out at your “Donut Worry, Be Grateful!” campaign? How many people named a Trusted Adult in a wall display? How many people showed up to interact, engage, and apply strength to their lives this year? Take some time to thank and celebrate the creativity and hard work of your team. This is powerful stuff!

Finally, stories and numbers can speak to the importance of a Sources of Strength program. It can be powerful for an administration, school board, or local business partner to hear about the great impact students are having in the community. Please take the time to note details about your events and campaigns.

## ACTIVITIES TRACKING FORM EXAMPLE

<i>Name of Activity</i>	<i>Date</i>	<i># of PLs Involved</i>	<i># Reached</i>	<i>Brief Description of Activity</i>
School Staff contact	1/17	32	108	Peer Leaders broke into teams of three and gave all teachers, secretaries, administration staff, janitors, cooks, and bus drivers a Sources magnet, thanked them for their support, and explained their program and plans.
School Announcements	9/14	29	800	Peer Leaders gave a two minute school announcement about Healthy Activities. They gave examples of how they helped manage stress and difficult emotions.
Dodge Ball Tournament	11/10	15	200	Peer Leaders partnered with Student Council for a dodge ball tournament during Spirit Week. They wore their Sources t-shirts and gave out humorous prizes.

# ACTIVITIES TRACKING FORM

<i>Name of Activity</i>	<i>Date</i>	<i># of PLs Involved</i>	<i># Reached</i>	<i>Brief Description of Activity</i>