

# HOW TO PLAN A CAMPAIGN

Let's create space for the Peer Leaders to apply strength to their own lives before everyone in the school is invited into a campaign. Peer Leaders first need to engage, interact with, and apply the campaign to their own lives. Our Sources of Strength team can design creative opportunities for the Peer Leaders to connect with the campaign, and then authentically invite their friends to do the same. Anything we ask the broader community to participate in, we want to have our Sources of Strength team, and specifically our Peer Leaders, experience first.

A few questions to keep in mind and work through during your campaign planning include:

- Are there other events happening in the school that Sources of Strength should be a part of?
- What other clubs or organizations could you partner with?
- Are you including a wide range of mediums that will reach to the edges of the community?
- Are there local community entities that would be willing to sponsor your efforts?
- Who are you leaving out? How can they be included?

## STRATEGIC PLANNING FOR INITIAL CAMPAIGN

Together with your Peer Leader team, decide how you are going to design, develop, and then roll out a campaign. Choose your methods for brainstorming, planning, and decision-making around this campaign. Options for brainstorming and planning can draw on our Seven Step Process:

### CAMPAIGN PLANNING CYCLE



#### Step 1: Brainstorm

Brainstorm around a templated campaign. Move into various break-out groups such as presentations, school or community art pieces/displays, video, social media, etc.

#### Step 2: Prioritize

Prioritize 4-6 of the best brainstorming ideas based on feasibility, capacity, creativity, and, if applicable, past campaigns.

#### Step 3: Calendarize

Stagger the campaign out over 4-6 weeks (see campaign calendar template). Layer activities to achieve a fuller spread of messaging and build momentum.

#### Step 4: Action Steps

Divide tasks up into action steps for each group. Assign Adult Advisors to each group and delegate key Peer Leaders to tasks and responsibilities for each portion of the campaign. Who is doing what, when, and where in relation to the calendar and plan? You will execute the campaign based on these Action Steps and the calendar.

#### Step 5: Evaluate

Pull your Peer Leader team together and evaluate how the campaign went. What did you learn and how can you improve your next campaign?

#### Step 6: Record Keeper

Assign a group of Peer Leaders to record stories, numbers of people engaged, lessons learned, etc. Put records in a communal folder or binder for historical memory and later use.

#### Step 7: Share Successes

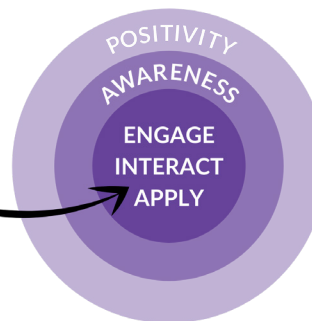
Share stories of success with building and district administration, school board, local media, parents, and the wider community. Don't forget to share your campaign activities with us! Tag @sourcesofstrength or #sourcesofstrength whenever possible.

### TARGETED MESSAGING

Effective messaging is a vital part of bringing Hope, Help, and Strength to a school and community. As teams build campaigns, it can be challenging to come up with ideas that can impact positive and strategic change in a community. Our research has shown that campaigns that are interactive and allow people to reflect on and share what the strengths look like in their own lives are far more effective than campaigns wherein people simply view or receive information.

#### SUCCESSFUL PREVENTION MESSAGING

Internalized  
Strength Stories



#### Positivity

A Sources of Strength Campaign needs to be filtered through the lenses of Hope, Help, and Strength-based messaging. We want the campaigns to be positive and inspiring, but the FOCUS isn't positivity.

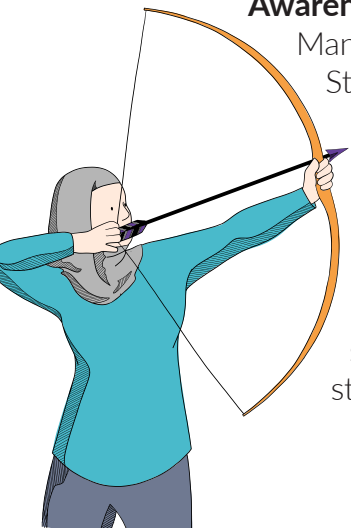


#### Awareness

Many of our templated campaigns are focused on building awareness of the Sources of Strength Wheel, and the eight different Strengths or protective factors. The campaigns should incorporate strength-based language. However, the goal isn't just to build awareness.

#### Engage, Interact, and Apply

Effective campaigns create multiple opportunities for everyone in the school and community to engage with the Wheel, to interact with the activities, and truly apply strength to their own lives. Deep and lasting culture change is possible using prevention strategies that allow people to internalize their strength stories.



## MODALITIES:

As you plan campaigns, think creatively of different mediums that your community naturally gravitates toward. Do your students love art? Could a classroom presentation help with exploring a strength more personally? What is a widely used social media platform among your student body? How can your Peer Leader team combine their efforts with another club or organization to make the most of their efforts and help people engage with strength in a variety of different ways?



### Art

Individual art, graphic design, chalk walk, & window displays, posters, murals, and art installations

### Class and Club Presentations

Pre-recorded or in person, to clubs, classes, faculty meetings, or board meetings

### Curriculum Integration

Incorporation of the Sources of Strength Wheel or the Strengths into curriculum, instruction and/or assignments

### All School Activities

Virtual meetups, watch parties, listening parties, movie nights, assemblies, parades, or socially-distanced gatherings

### Video and Photography

Documentaries, feature films, trailers, interviews, slideshows, and stills

### Social Media

Facebook, Twitter, Instagram, TikTok, Youtube, Snapchat, etc.

### Audio & Music

Playlists, mixtapes, announcements, and podcasts