

# PLANNING A CAMPAIGN: I AM STRONGER

When starting a campaign, create a space for the Peer Leaders to apply Strengths to their own lives before everyone in the school is invited into the conversation. Peer Leaders need to define what helps them overcome stress and adversity, and reflect on how they have grown stronger. Then, your Sources of Strength team can design creative opportunities for others to identify their Strengths and stressors, created in an effort to invite others to authentically share stories about how they have become more resilient. 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.

## 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 how 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 passive messaging, like posters or powerpoint presentations.

## Campaign Modalities:

As you plan campaigns, think creatively of different mediums that your community naturally gravitates towards. Do your students love art? Could a classroom presentation help with exploring Strengths 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?

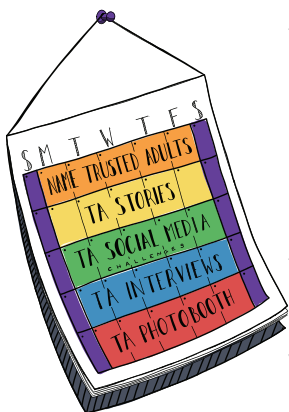
## Strategic Planning for Initial Campaign

Together with your Peer Leader team, decide how you are going to design, develop and then roll out an I Am Stronger 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:

## 7 STEP PROCESS FOR CAMPAIGN PLANNING

### Step 1: Brainstorm and Prioritize

Brainstorm an I Am Stronger campaign using different modalities like presentations, school or community art pieces/displays, video, social media, etc. , and then prioritize 4-6 of the best brainstorming ideas based on feasibility, capacity, creativity, and, if applicable, past campaigns.



### Step 2: Calendarize

Sequence various campaign modalities and stagger the I Am Stronger campaign out over 6-8 weeks and lay it out on a calendar that corresponds with the school calendar. (see campaign calendar template). Layer activities to achieve spread of messaging and build momentum.

### Step 3: 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 run the campaign based on these Action Steps and the calendar.

#### **Step 4: Roll Out Campaign**

Launch your campaign and spread the word about Strength in your school and community. Roll it out over 6-8 weeks, inviting the majority of the student body to engage, interact, and apply strength to their lives.

#### **Step 5: Record**

What did you do, and how did you do it? Save copies of the campaign calendar, develop protocols for planning, and capture the highlights of student engagement and stories shared. 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 6: Share**

Get the word out and share stories of impact with your school staff, parents, district officials, and your local news organizations. #humblebrag. Don't forget to share your campaign activities with us! Tag @sourcesofstrength, or #SourcesOfStrength whenever possible.

#### **Step 7: Reflect and Celebrate**

Pull your Peer Leader team together and reflect on the campaign. What did you learn and how can you improve? Then celebrate your impact! This isn't just a club, this is life-saving public health messaging that can change the climate and culture of your school and community!

#### **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?

