

# PLANNING YOUR FIRST CAMPAIGN: WHAT HELPS US

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 need to define what helps them calm, cope and connect when they are experiencing big emotions and practice incorporating these upstream strategies into their daily lives. Our Sources of Strength team can design creative opportunities for us all to name and notice big emotions, practice managing and regulating big emotions, and then authentically invite our friends and colleagues 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.

## 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 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.

## 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 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?

## Strategic Planning for Initial Campaign

Together with your Peer Leader team, decide how you are going to design, develop and then roll out a What Helps Us 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

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

### Step 2: Prioritize

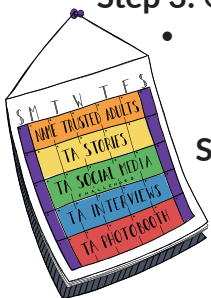
- Prioritize 4-6 of the best brainstorming ideas based on feasibility, capacity, creativity, and, if applicable, past campaigns.

### Step 3: Calendarize

- Stagger the What Helps Us campaign out over 4-6 weeks (see campaign calendar template). Layer activities to achieve 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 our 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.

### 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?

