

GETTING THE WORD OUT!

CAMPAIGN OVERVIEW: GETTING THE WORD OUT

The **Getting the Word Out** campaign introduces your school or community to the Sources of Strength Wheel, your team of Peer Leaders, and Adult Advisors.

Campaign Goals:

- Introduce your Peer Leader and Adult Advisor team to the wider school or community.
- Familiarize others with the Sources of Strength Wheel.
- Help individuals learn how to apply the Wheel to their own lives.
- Invite the community to engage in future messages and activities.

Downloadable Attachments:

- Peer Leader/Adult Advisor Introduction Card
- [Campaign Reflection](#)

Campaign Structure:

After completing your initial training, it's time to launch your first campaign. This document is designed to help guide your planning, from brainstorming to scheduling activities. Feel free to adapt everything to best fit your school's culture and community needs.

First Meeting Date: _____

When was your first Peer Leader meeting? _____

When will your recurring meetings be? _____

How will you inform Peer Leaders? _____

Campaign Launch Date: _____

When will you begin to roll out your Getting the Word Out Campaign? _____

Campaign Cycle:

Each campaign cycle involves planning, a launch, campaign activities, and then celebration and reflection. A campaign can roll out over 6-8 weeks. We recommend meeting with your Peer Leader team every other week for about an hour. We developed four Peer Leader Meeting agendas to support a Getting The Word Out campaign. By the end of the campaign cycle, we'll work toward giving every Peer Leader in your school and community an opportunity to interact with the campaign and apply the strengths to their lives.

First Meeting: Reintroduce the mission of Sources to the team.

Second Meeting: Begin the brainstorming section of the campaign planning process.

Third Meeting: Create a timeline and assign responsibilities for the campaign rollout.

Fourth Meeting: Reflect on your team's work and how you'd like to grow in the next campaign!

Post Campaign: Evaluation and Celebration of our Trusted Adult Campaign



COMMUNITY OF STRENGTH MODALITIES



PRESENTATIONS

- Have Peer Leaders present in classrooms on parts or all of the Wheel. Ask Peer Leaders to identify two Strengths they are strong in and one they would like to grow in over the year.
- Bring poster boards into classrooms and lead Peer Leaders in the poster activity where everyone draws out the people, places, and things that make them stronger. Then, present briefly on the Wheel.

Consider what other groups, clubs, and administration meetings you can do these presentations in.



CLASSROOM INTEGRATION

- English or History teachers can add an extra credit question to assignments, asking Peer Leaders to pick a character and identify how they tapped into their Strengths. The teacher may ask, “How did this person or character lean on their Strengths? How might their story look different if they had leaned on different Strengths?” Or “Identify as many Strengths from the Wheel as you can that this person or character had in their lives.”
- Introduce the Sources team by inviting Peer Leaders to participate in the power of play during homeroom. Play games such as Wheelhouse Connection.
- Have Science Peer Leaders read different studies on the benefits of being positive or thankful.
- Have a film class write a character profile or write up on an especially resilient character and what Strengths that individual tapped into.



ART, MURAL, AND WALL DISPLAYS

- Create a poster displaying how your community practices strength. Build a visual that community members can “fill” with ways they practice Strength. Examples include drops of water into a drinking glass, a blank poster with post-it notes, red paper on a thermometer, or any other fun shapes and metaphors you’d like to include.
- Host a sidewalk chalk show where artists make live art outside the school or building with the theme, “My Source of Strength.” As youth, adults, and community members walk through, give them multiple opportunities to hear about the Wheel. Provide chalk to allow others to share their Strengths.
- Create a bulletin board introducing “the community of strength”. Allow Peer Leaders and Adult Advisors to post fun blurbs and share about Strength in their lives. Have some Peer Leaders briefly explain the pieces of the Wheel. Fill water balloons with paint or dyed water and corn starch (for an environmentally friendly option) that matches the colors of the Wheel. Allow participants to pick a water balloon and share which area on the Wheel they grew in during the last year. Have them throw the balloon at a giant blank canvas. Place this splatter painting on a wall with a short explanation of how we can tap into Strength to move through difficult times. You could do the same activity with multiple canvases and strategically place them in prominent locations across your school or community.
- Create a mural of the Wheel on a public wall or in a quad. Use this mural frequently to allow people to check in about their Strengths and create a school or community culture where sharing about Strength is common.



ALL SCHOOL/COMMUNITY ACTIVITIES

- Take a Strength, Leave a Strength Post-It Note Challenge: Hang posters around the school or community facility with the names of different Strengths on top. Hand out markers and Post-It Notes, and ask your Peer Leader team to brainstorm 5-10 ways to practice the Strength listed on that poster. For example, a Generosity poster might say, “Bake cookies for a Trusted Adult,” “Pay for someone behind you in line,” “When someone drops something, pick it up,” “Volunteer at a local shelter,” “Put your phone down and have a real conversation with a friend or family member,” or “Do the dishes without being asked.” Then, post a sign that encourages passers-by to take

one of these notes and complete the challenge. All Peer Leaders are encouraged to interact with these posters by adding Post-It notes on how they practice the eight Strengths. You could then encourage them to post or share about it on social media using a hashtag.

- Create large paper chains where participants write down their Strengths on paper strips. Connect all of the strips and display the chain in a public place or hallway to remind the community of how strong they are.



AUDIO, VIDEO, MUSIC, AND ANNOUNCEMENTS

- Create a Peer Leader Mission Statement video where Peer Leaders and Adult Advisors read the Mission Statement together. Show this video in classrooms, during halftimes, in assemblies, on social media, on the school website, on the local television station, before movies in local theaters, or whatever fits your unique context.
- Have Peer Leaders take photos of themselves holding a “We Are Strong!” or “Stronger Together” sign and a prop representing something that is a Source of Strength for them. Examples may include a camera, paintbrushes, hugging a friend, standing with a teacher, palming a basketball, or measuring cooking ingredients. Print these photos and display them in a public place with a poster saying, “What are your Sources of Strength?”
- Host a mini event by having Peer Leaders welcome Peer Leaders into the school. Peer leaders can give out stickers and candy as Peer Leaders enter the building. Play music to add some fun. This will give the Peer Leaders a chance to start their school days on a positive note.
- Host and design a float in an upcoming parade. Peer Leaders and Adult Advisors should consider the design, handouts, and ways to interact with the crowd.
- Have Peer Leaders share two-minute stories of Strength. Focus 10% of the story on what was difficult and 90% on how a Strength from the Wheel helped them. Share one per day during morning announcements for a week.
- Create a playlist of strength, where Peer Leaders add songs that remind them of different strengths on the Wheel. Send the playlist to teachers and instructors to be played during independent work time.
- Take a poll of Peer Leaders’ favorite encouraging or pump-up songs. Allow a Peer Leader to introduce why the chosen song is important to them, and then play it during the passing period.



SOCIAL MEDIA

- Set up and host a fun photo booth. Participants write down a Strength and share it on social media. (Example: “My dog Hank, who takes my mind off of stressful testing”). Make it viral by posting these photos on social media and tagging others to do the same.
 - Record short interviews: “What Strength have you grown in this year?”
 - Film a time-lapse meeting, and post what doing the work looks like! Post and mention when you meet, and who is a part of your efforts.
 - As your team creates posts for social media, remember to include hashtags such as:
 - #MySourcesOfStrength
 - #WhatsYourStrength
 - #ShowMeYourStrength
 - #MySourceOfStrength
 - #WhatsYourStrength
 - #ShowMeYourStrength
- Or make it personal to your context by using your name or mascot, such as:
- #TitansUnited
 - #MustangsStrong, etc.

These are campaign ideas to help fuel your brainstorming, but make sure every activity you do includes ideas and elements from your Peer Leaders. As a group, visit sourcesofstrength.org and Sources of Strength social media platforms (specifically Instagram @sourceofstrength) for more ideas.