

I AM STRONGER

CAMPAIGN OVERVIEW: I AM STRONGER

The I Am Stronger Campaign is about discovering your Strengths and how they can grow and change over time. It shows that the Strengths on the Wheel aren't set in stone or static—just because one area of the Wheel doesn't feel strong for you now doesn't mean you can't Strengthen it in the future.

Campaign Goals

- Encourage students to tell their stories of Strength.
- Promote building resilience while practicing various Strengths.
- Reflect on areas of the wheel that you feel strong in and areas of the wheel you'd like to grow in.
- Encourage Peer Leaders to share and think about ways they have grown in their Strengths.

Downloadable Attachments:

- [I am Stronger Cards](#)
- [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 I Am Stronger 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 the I Am Stronger 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: Discovering Our Roots

Second Meeting: Growing in Strength

Third Meeting: Campaign Assembly

Fourth Meeting: Community in Bloom

COMMUNITY OF STRENGTH MODALITIES



PRESENTATIONS

- Peer Leaders present at a staff meeting to share about the upcoming campaign. Peer Leaders can facilitate a short game and give a brief overview of the 8 Strengths, highlighting how the Strengths we feel strong in can change as we develop over time. Invite staff to reflect on what they're feeling strong in this season and how they're currently tapping into that Strength. Invite staff to share on two Strengths they feel strong in and one they want to grow in.
- [Sample presentation.](#)
 - Option to have staff pair share or discuss in small groups.
 - Option to invite staff to think about how they could weave the *Growing In Our Strengths* theme into their classwork.
- Peer Leaders present during advisory to all students about how we can use the Wheel to find balance. Emphasize that we may not feel strong in every area of the Wheel at the same time, and that is OK! Invite students to share two Strengths they're feeling strong in and one Strength they want to grow in.
- Invite Peer Leaders to create a short presentation for the School Board, PTO, and/or Community Council about how Sources of Strength has helped them utilize their Strengths and the areas where they feel like they have grown stronger. Have the audience also reflect on the Strengths they're feeling strong in this season.



CLASSROOM INTEGRATION

- As students come into the classroom, have the Wheel projected onto the board and invite them to mark the Strength they're feeling strong in today.
- Invite teachers to include an I Am Stronger extra credit question on one of the upcoming tests, having students identify one Strength that they're feeling strong in and ways they practice that Strength.
- In English class, pick a work of fiction and discuss ways that characters grow in Strength throughout the story.
 - *Example:* Harry Potter grew in Family Support as he created his own Chosen Family that supported him throughout his ups and downs.



ART, MURAL, AND WALL DISPLAYS

- Students create a wall display around the theme, 'Let's Root for Each Other and Watch Each Other Grow.' Peer Leaders select printable potted plants or succulents. Invite students to write one or two Strengths they feel strong in on the plant, along with one Strength they want to grow and a way they would like to practice it, on the pot.
- Peer Leaders can then make an interactive wall display of the responses from themselves and other students.
- Students create a wall display around the theme "Be-LEAF in Yourself." They write a Strength they want to grow in and a way they could practice that Strength on a printout of a leaf. Students then add the leaves to a tree wall display.
- Using wheel-colored sticky notes, invite students (during lunch, homeroom, or advisory class) to choose a sticky note color representing a Strength they want to grow in. Have them write one way they want to practice that Strength this week on the sticky note. Peer Leaders can then collect all the sticky notes and arrange them to create the shape of the Wheel on the wall.
- Create a Wheel on the wall using paint chips to represent each Strength. During lunch, Peer Leaders can bring out markers and invite students to come up to the display and choose a paint chip in the color of a Strength they feel strong in. Students then write one way they are practicing that Strength directly on the paint chip. Once completed, this creates a wall of ideas for other students to explore different ways to grow stronger in each Strength.



ALL SCHOOL/COMMUNITY ACTIVITIES

- Organize a school-wide Hide & Seek activity for a week. Print a fun cartoon graphic showing an example of practicing a Strength, and hide it somewhere in the school. See who can find it first! Work with your social media team to post hints throughout the week, and highlight the winners along with the image they found and the Strength they feel strong in!
 - *Example:* An Image of someone going for a walk, meditating, or drinking water.
- Create a BINGO card with different activities that invite students to practice a variety of Strengths. Work with the announcement group and the social media team to post the winners of BINGO.
- Invite Peer Leaders to host a 'Root For Each Other' activity booth at the library, elementary school, rotary club, veterans group, or elder care facility. Using the wall display activity sheet, they can educate others about Strengths, helping them identify the Strengths they're feeling strong in, and the Strengths they'd like to grow in.



AUDIO, VIDEO, MUSIC, AND ANNOUNCEMENTS

- Interview staff about one Strength they're feeling strong in and how they practice that Strength. Follow up with a video explaining how we can work to intentionally grow in a Strength we don't feel strong in, which helps us manage the ups and downs of life.
- Host mini-mic (microphone) interviews with students during lunch, in the hallways, and around the school or site. Students will share two Strengths they feel strong in and one they want to grow in. Interview a diverse group of students from various clubs and social circles. Create multiple videos to share on social media, the school's website, or in a virtual newsletter.
- Find videos of celebrities practicing a Strength and collaborate with the social media team to repost the video.



SOCIAL MEDIA

- Invite students to post pictures of themselves practicing a Strength they want to grow in and tag #IAmStronger, or create your own I Am Stronger social media hashtag using your school name or mascot. *Example:* #EaglesGrowingStronger #StrengthOfShawnee
- During any breaks, post different activities that can help us practice and grow in each Strength. Use this [Practicing Strengths On Break](#) for ideas and inspiration!
- Host the "Root For Each Other" challenge where students submit, post, or tag Sources social media showing them practicing Strength. They then tag a friend in the post and challenge them to practice, post, and tag someone else! Invite everyone to join in on the challenge by partnering with the announcement team to spread the word. Keep the challenge going as long as possible!
- Host a "Growing In Spirituality" week where you post a mindfulness practice each day for one week. Invite students to participate, and encourage teachers to join in and practice together with their classes.

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 sourceofStrength.org and Sources of Strength social media platforms (specifically Instagram @sourceofStrength) for more ideas.