

WE BELONG

CAMPAIGN OVERVIEW: WE BELONG

The We Belong campaign is all about highlighting how the diverse experiences, perspectives, talents, knowledge, and culture of a community is what connects us together! Feeling like you don't belong can be uncomfortable and even painful sometimes. Part of the mission of Sources of Strength is to increase belonging in a community. This campaign is designed to encourage Peer Leader teams to reflect on what belonging means and how to cultivate it throughout their community, celebrating everyone's unique differences and fostering connection.

Campaign Goals

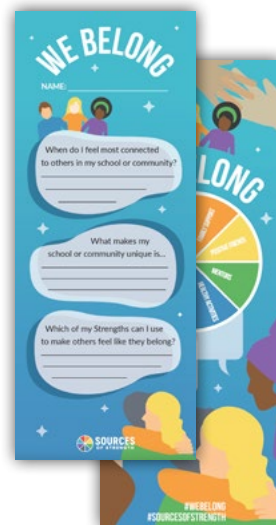
- To recognize that diversity is a Strength to be celebrated within a community
- To help individuals champion stories of diversity and belonging
- To aid individuals in recognizing what they uniquely bring to their community
- To foster a sense of belonging for youth or adults who don't feel they belong

Downloadable Attachments:

- [We Belong Card](#)
- [Campaign Reflection](#)

Campaign Structure

The We Belong campaign can be implemented anytime after the Getting the Word Out campaign. We recommend completing this campaign after students and staff at your site have a basic understanding of the Sources of Strength Wheel. The following four meeting agendas accompanying the We Belong campaign build up to an all-school puzzle piece activity to be completed after Meeting 4. Feel free to adapt these documents to fit your school and community.



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 We Belong Campaign? _____

Campaign Cycle

Each campaign cycle involves planning, a launch, campaign activities, and then celebration and evaluation. 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 We Belong Campaign. By the end of the campaign cycle, let's work toward giving every student in your school and community an opportunity to interact with the campaign and apply the strengths to their own lives.

First Meeting: What is Belonging? Defining Belonging as a group.

Second Meeting: Reflecting on Belonging

Third Meeting: Connecting through our unique differences

Fourth Meeting: Bringing belonging to the community

COMMUNITY OF STRENGTH MODALITIES



PRESENTATIONS

- Go to a local elementary school; read and discuss belonging with one of the following books:
 - *Which Communities Do You Belong to?* By Mr. Julien Bodrieu
 - *Fur, Feather, Fin, All of Us are Kin* by Diane Lang and Stephanie Laberis
 - *The Word Collector* by Peter H. Reynolds
- Present on the importance of belonging within classrooms. Have students write down what they bring to their community on puzzle pieces. Assemble the puzzle for a visual reminder that we need everyone we belong to create a vibrant community.



CLASSROOM INTEGRATION

- Prompt Psychology or Biology classes to study the emotional, physical, and psychological effects of connection and belonging.
- Assign Art, Photography, or Creative Writing students to create pieces based on belonging that speak to what they bring to their community.
- Have English or Literature classes read books that speak to the power of belonging or assign students to write about how a character experienced belonging or barriers to belonging.
- Allow Economics, Sociology, or Criminology classes to study the power of positive social ties as protective factors.



ART, MURAL, AND WALL DISPLAYS

- Make a poll, and ask students to share about the different groups that make your school or group diverse. Using these words, create a large “Wordle” to display.
- Create a wall display of different shapes and colors of flowers. Invite participants to fill in leaves and flower petals with the different qualities and characteristics that they bring to the community. Put it all together to form a wildflower bouquet.
- Host a photography exhibit where participants take photos with the theme of Belonging and put it on display. Scan these photos and make them a running screensaver on school computers, or print photos and display them in frames in a public space for maximum exposure.



ALL SCHOOL/COMMUNITY ACTIVITIES

- Host a storytelling night where participants share short stories or poems all about belonging.
- Throw a Movie Night or movie event! Watch Lilo and Stitch - or a similar movie about belonging - and host a discussion group after focusing on themes of belonging throughout the film.



AUDIO, VIDEO, MUSIC, AND ANNOUNCEMENTS

- Participants submit a song representing belonging for them to create a Belonging Playlist. Play the songs during passing periods over the announcements!
- Create a video booth where groups and individuals can enter and answer the questions, “Who, what, or where makes you feel like you belong?” Share this video on your school or organization’s website, during an assembly, during announcements, and on social media.



SOCIAL MEDIA

- Host a social media challenge. Participants should take photos with people who represent belonging in their lives, with short captions. Encourage them to tag two other friends and get them to post as well.
- Create a catchy hashtag or use one we've brainstormed: #YouBelong, #WeBelong, or #WhatIBring to spread your campaign further, or make it fit your context with your town or mascot, such as #BearsBelong.
- 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](https://www.instagram.com/sourceofstrength)) for more ideas.

Ways to partner with other entities

- Organize a club event where different school or community groups set up tables to share information and encourage folks to sign up and attend meetings or events.
- Partner with other school clubs or community groups to host connection-focused events where all are welcome, not only exclusive to members!

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