

Community Education

Effectively educating your community is important, of course, to first learn the basic facts about the issue you are taking on and become familiar with some of the global statistics. But remember, you don't have to know everything to educate others! You can use flyers with basic information, and if someone has questions that you can't answer, this is the perfect excuse to plan for a follow-up conversation after you have done some more research. It also teaches you one of the most effective phrases for someone trying to create change: "I don't know, but I will find out and get back to you." An excellent place to start educating yourself, is reviewing the Project Pack your team received—Contact your team's Program Associate if you need another copy.

Getting Started

First, you need to decide on the *objective* of your outreach activity/event. If, for example, your project raises money to send girls to school in Afghanistan, you could focus on a few different issues:

Do you want to communicate the basic facts on the number of girls globally unable to go to school?

Do you want to highlight the ways in which all of society benefits when women are educated?

Do you want to educate your peers about gender inequality in Afghanistan?

Of course you can do all of these, but remember that you don't have to accomplish everything in one activity. Often, activities with a very specific objective are the most powerful. The following are some ideas for ways that you can start to educate people:

- Set up a table at school during a break-time and hand out informational flyers.
- Ask a teacher if you can give a presentation during class.
- Put posters around school or your neighborhood with information or statistics relating to your project.
- Walk through your neighborhood as a group distributing information about your project.
- Submit announcements to your school bulletin and newsletter with information about your project.
- If your school has a live assembly or morning announcements in classrooms, ask if you can include your project or a startling/interesting fact about your issue in either one of these.

How to Make a Good Flyer

Flyers will be an important part of your outreach efforts. What to include on it depends, of course, on the goal of your outreach. But here are a few general tips for presenting the information in an effective way.

Have a clear title. This could be a statement or a question, for example:

*Over 1,200 children under the age of 5 die every hour from preventable or treatable diseases.
We can help stop that statistic?*

Know exactly what you want to communicate, and don't try to cover too much. Stick to your original purpose: *Are you trying to get people to think differently about preventable diseases? Do you want them to come to an event? Do you want them to know about a campaign you are launching in the neighborhood?* It is easy to get carried away and want to put tons of information on one piece of paper, but this detracts from your original purpose and confuses the message. Remember that you can always direct people to your webpage where you can include additional information. This way they can get more information if they want it, but they won't be distracted from seeing your message on the flyer.

Be concise. Too many words can discourage people from reading. Keep your statements brief and clear. Including a picture on the flyer can be a great way to engage people, but don't clutter the page with lots of pictures, as this can also be a distraction.

Be consistent. If you have more than one poster design, make sure there is enough of a "common theme" among them so that people link them mentally and have a clear sense of your project and the issue as a whole.

Give contact information. This could include your webpage, your email address or a phone number. Important: Avoid personal contact information or information that might change.

Proofread. Have a few people look over the flyer for content, clarity, grammar, and spelling before you make copies! And on the flyer make sure there is a date, time and location for any event you are promoting.

Here's a sample flyer for a fundraising event:

**1,200 CHILDREN UNDER THE AGE OF 5 DIE EVERY HOUR FROM
PREVENTABLE DISEASES.**

Students at Paradise Valley High School are doing something about it.

ART AUCTION

Benefiting the children of Uganda

Hosted by the NGC Team of Paradise Valley High

Join us Saturday, November 10, 7:00-9:00 pm

Paradise Valley High Library 3950 E. Bell Rd.

Admission: \$5 suggested donation

All proceeds will benefit Youth Action International, our partner in providing essential health care to displaced children in Kampala, Uganda.

For more information call (800) 555-1212

Creative Advertisement

Wall Space

- Colorful posters
- Arrange flyers on the wall to form words like AIDS or HUNGER.
- Get pictures relevant to your project blown up at a local print shop so you have big pictures that people will be interested in. (*Your Project Pack likely includes a number of photos, contact your team's Program Associate if you're unsure.*)
- Have a single word or number on tons of posters around school one day, and the next day put up its significance (e.g. Have the number 24,000 everywhere one day so people become curious and the next post flyers about how 24,000 people die each day from hunger related causes)
- Poster that you add to every day (e.g. Mon – put up a world map, Tues – shade areas affected by poverty, Wed – Put up facts about hunger, Thurs – put up flyers about your related fundraiser on Friday!)
- Use colorful duct tape to spell out words on the wall instead of just flyers.
- Sidewalk chalk
- To raise awareness for a challenge like Hunger you can put up X's on a wall at school to show how many people in the world die of hunger each class period or each day

T-shirts

- An easy way to make t-shirts for an event is by using stencils and spray paint or a bleach solution in a spray bottle - Make sure you put a piece of cardboard in the inside of the shirt so no bleach or paint stains through.
- Paint them publicly at your school so other kids will see and want to join in as well!

Info Booths

- Set up a booth at lunch with information on your global challenge and your project. You can pass out ribbons and even sell t-shirts or any other merchandise/food for profit. (*Just remember to pass out a flyer with whatever you are selling so your customer is educated about where their money is going!*)

Face Painting

- When you have an event coming up try to think of a short key word your team can face paint on their cheeks. For instance, you can write "Rock Bangladesh!" on the day of your benefit concert so other students will ask "Why do all these crazy students have face paint?!" and then you can educate them!

Balloons

- Get your team members to carry balloons with facts about your global challenge or have them wear flyers with facts or as promotion for an upcoming event!

Use your Team Members Creatively!

- Wearing a sign to school
- Use team t-shirts on a special event day
- Have team members make announcements in class...write it on boards etc.
- Give team members fliers to put up in their classrooms so you don't have to put up flyers in each classroom alone.

Use your Teachers!

- Create a short "super quiz" of about 5 questions regarding statistics for your global challenge, give them to all the teachers in a department of your school (ex: all history teachers) and ask the teachers to quiz their students at the beginning of each period. Teachers are usually surprisingly supportive and willing to promote your NGC activities if you give them prior notice.

On the Side...

- Sell Wristbands for an event ahead of time so that other students will see kids wearing wristbands and ask what they are for.
- PA Announcements at school
- Email Outreach! Email friends at other schools, other teams at schools and even parents!
- Local newspapers, radio stations, websites etc.

Tips for Speaking about your Project:**Keep it Simple.**

Don't overwhelm people with a lot of statistics; just give a few for framing the basics about the issue. Consider carefully which statistics you're using. You'll find many powerful statistics that convey the horror of the situation you're addressing, but also look for other statistics that demonstrate how much of a difference your donation or efforts can make. These numbers can be equally powerful and **empowering**, especially when paired with the more dire numbers (which can turn off some people when presented on their own).

Tell a Story.

Stories draw people in. For example, they can be about the hardships faced by a particular individual or the hope and promise of what your group is doing. Usually, people want to hear about why you are involved.

Ask for specific action.

Tell people what your group is doing and how you'd like them to help – write a letter, sign a petition, volunteer, donate money, etc.

Don't Make Anything Up.

If you don't know the answer, say "I don't know, but I can take your contact information, find out for you, and let you know." Then make sure to follow up!

Draw People In.

Be sure to be engaging rather than confrontational – Getting angry or "guilt-tripping" people passing by will only drive more away.

Be Enthusiastic.

People will be much more excited and interested in your issue if you are interested as well. And hey, for more tips for speaking about your project, take a look at New Global Citizen's Online Training menu – for the NGC Elevator Speech.

Finding a Guest Speaker:

Hosting a speaker is a good way to inspire and educate your team and your community, because they offer a unique perspective. By sharing their experiences and knowledge, a speaker seeks to bring meaning to your team's issue, and motivate you to take action! A speaker can also answer any questions you may have, and help you to become a more aware citizen. Talk to members in your team to see if they know anyone who would be interested in speaking about your issue. Talk to your teachers and family members to see if they would be interested and/or willing to speak about your team's issue. If no one you know seems able to talk to your team about your project, then try contacting local universities, food banks, community refugee relocation programs and other allied organizations. Here's some ways you can locate a knowledgeable guest speaker:

- Local universities almost always have a ton of resources and speakers, willing, if not eager to educate your community. The bureaucracy of a large research university may be daunting, once you've reached someone on the departmental level, learned professors are easy to find.
- Food Banks are a very good place to find speakers, if you just call a food bank near you very often they have speakers who are prepared to lecture on issues of poverty and hunger.
- The Peace Corps is has thousands of travelers and social entrepreneurs and it is very likely that the organization will be able to put you in touch with a volunteer who served in the country in which your project takes place.
- Planned Parenthood is also a great place to find a speaker to talk about HIV/AIDS, or any sexual health matters.
- Non-profit organizations in your area are likely to have people willing to come to your school and share their knowledge on issues similar to the ones addressed by your project. To find these organizations do an Internet search or check out www.idealists.org to lookup organizations in your area. If you need some extra guidance, contact your team's Program Associate.

Specific Strategies Awareness Events:**Simulation Tent**

Time Required: *1-3 weeks*

Supplies: Tent (athletic tent), handout cards, one die, decorations for inside the tent, mood-setting music and boom box

Cost: Copies of handout cards

Volunteers Needed: About 5 – 1 to regulate traffic into the tent and about 4 story tellers

Target Audience Size: About 90 people per hour can go through the tent.

Works Well For: Schools with on-campus lunch

Description: Participants “walk through the life of a child with AIDS”. Before entering the tent the participant will roll a dice which “determines their fate” and determines which story they will be told (a number is written on their hand that corresponds. Upon entering the tent the participant is told “Your name is Likun and you are 11 years of age and from a small village in Zambia”. They then proceed to the next volunteer who tells them the next part of their story “Your mother just passed away from AIDS and you are concerned that you may have the disease as well, but because people with AIDS are often looked down on in society, you are scared to get tested”. Upon leaving each participant is given a card that shows if they tested positive or negative and on the back there are some facts about AIDS and ways they can help!

Preparation:

1. Get permission and set a date with your school for this event.
2. Find a tent to use (check with your school’s Activities Coordinator).
3. Find volunteers to be the story tellers inside the tent.
4. Research stories to be told inside the tent and have the storytellers practice them.
5. Make decorations for inside the tent.
6. Advertise!

Movie Screening/Guest Speaker

Time Required: 1 week

Supplies: A room and a movie/speaker

Cost: None!

Volunteers Needed: About 2 just to chaperone

Target Audience Size: About 30

Works Well For: Schools interested in education

Description: This event is a way to educate other school members outside of your team or even in the community about one of the global challenges. It is relatively simple to put together. Remember the documentary must be interesting as well as compelling. Make sure you watch the documentary together as a team prior to the event.

Action Steps:

1. Get permission and book a date for the event with your school or community center.
2. Advertise!

AIDS Card Activity

Time Required: 1 week

Supplies: Index Cards

Cost: \$5 for index cards

Volunteers Needed: 1-2 to run the activity

Target Audience Size: About thirty people ideally

Works Well For: Students eager to learn about AIDS

Description: This activity describes the situation in of HIV/AIDS in Africa. Each person in the room gets a card describing a person in Africa. Your card will tell you what your situation is:

- If you have AIDS please stand up. (3)
- If you have been orphaned by AIDS please stand up.(2)
- If one of your parents has HIV/AIDS please stand up.(3)
- If you have a relative who has HIV/AIDS please stand up.(4)
- If a friend of yours has HIV/AIDS please stand up.(4)
- If someone in your neighborhood has HIV/AIDS please stand up.(9)

Look around. No one in the game remains seated – that means the life of each person in this room has been affected by AIDS. Then have people around the room volunteer to read the stories on their cards aloud.

Action Steps:

1. Get the stories to use on the back of the card. (Email NGC, we already have them made!)
2. Print out the stories or handwrite them onto note cards, ready to pass out.
3. On the day of, give each person a note card as they enter the room and have a designated person ready to lead the activity with statistics memorized to educate participants!

Chalking

Time Required: A few days prior to the week of chalking to plan

Supplies: Chalk and creativity!

Cost: \$5 for chalk

Volunteers Needed: A few artistic minds

Target Audience Size: Can reach the full school!

Works Well For: Schools with a cement quad or general area where students hang out that can be chalked.

Description: Chalking is an activity that can be used either to raise awareness about your global challenge, an upcoming event, or both! Your team can do a series of chalking in a week. For instance: Monday – Draw Africa, Tuesday – Shade in Rwanda, Wednesday – Write statistics on the side of your diagram about genocide, Thursday – Write info about your upcoming fundraiser for Child Headed Households in Rwanda, Friday – Host the fundraiser! This is a great way to capture people’s attention in a unique way!

Action Steps:

1. Check with an administrator to make sure chalking is allowed and agree upon an area of your school to chalk.
2. Decide what is being drawn and what statistics will be used.
3. If you are hosting an event at the end of your week of chalking, make sure you are on schedule with the planning of the event.
4. Chalk to your heart’s content!

Red Ribbons/X's on the Wall

Time Required: A few days prior to the day of the project

Supplies: Red Ribbons or X's depending on what your team wants to use

Cost: Tape for X's or paper for Red Ribbons

Volunteers Needed: Maybe two to post the ribbons/X's after each period

Target Audience Size: Can reach the whole school

Works Well For: Schools that have a central wall space that most students will see

Description: This awareness activity is a creative way to educate your school about a global challenge. You use the symbols of either X's or Red Ribbons to symbolize how many of people have died of your global challenge within each period of the day. For example, if 24,000 people die each day of hunger related causes then about 917 people die of hunger each 55 minute class period. So on the wall you post a sign that says FIRST PERIOD with X's that follow to symbolize the 917 people that died during that period. Continue this all day and have a volunteer add the signs at the end of each period. Be sure to also have general facts about hunger and a sign that says how many people each X symbolizes. Also it is best if you have an event following this activity where you are raising money for your project so you can advertise it as well. Also, if possible try to get permission to leave this display up for a few days!

Action Steps:

1. Get permission from an administrator to do the activity.
2. Make ribbons or buy tape for the X's and figure out what and how many people they symbolize.
3. Make related signs about your global challenge and a sign about what each symbol represents.
4. If you have an upcoming event related to this activity then make posters for that as well.

Tabling

Set up a table in a central, public place to hand out information. Be prepared to talk about the issue you are promoting. This can also be a great way to publicize an event. Remember to bring a sign-up sheet so that you can gather contact information and follow-up with people who are interested in your project.

Teach-in

A "teach-in" is a free gathering of people in a public place. They come together in an informal setting to learn from a teacher, student, or expert on an issue. You can lead the teach-in yourself or you can invite a local expert to come and speak at your school, place of worship, or community center. Teach-ins are a good way to educate people in an informal setting and invite them to join you in your efforts.

Demonstration or March

You can organize a demonstration or a march to publicize your issue. You can make signs with messages and information relating to the issue as well as signs and flyers telling people what they can do to get involved in your project. Find out if you need to get a permit from the local authorities so you don't run into any problems.

IMPORTANT NOTE:

A “complete” event should always incorporate elements of Fundraising, Advocacy, and Community Education. Think about it: How can you have a benefit concert if you’re not also educating others on the issue you’re raising funds for? And now that you have over half your school at the concert, why not draft a petition to circulate at the event to then send to your state representative? Or you can invite local leaders to your event. Remember, your time, talent, and resources are very precious— So maximize the potential impact of all your events by incorporating the entire NGC F.A.CE.!

Again...Good luck and share your challenges and successes with us by contacting your Team Mentor.