

Awareness Week Campaign



Awareness Weeks heighten attention toward important topics or issues over an extended period of time. Each day presents a different activity that will keep your audience engaged and connected with the message which you are driving home. Organize your own Awareness Week and show your community the importance of your cause!

Choose a week that is appropriate for your audience and activities – Discuss your plans with the school administration. Does it conflict with any other school or community-related event or initiative? Is there an Awareness Month associated with your topic?

Plan Your Activities:

Decide early on what activities you will be performing, and create your timeline. Since there will likely be a number of activities for this week, you will need to complete a number of tasks before your Awareness Week. You may choose to perform any of the events listed in the toolkit or create your own activities in conjunction with the rest of the events.

- **Review the steps** for the activities you have chosen in the Agent Activities Menu. If you are planning your own activity, create an Activity Plan and write down each step necessary to perform the activity.
- **Create your timeline and determine on which days each activity will take place.**
- **Assign team members** to take ownership of each aspect of the project.
- **Hype it up!** You want to increase interest among your peers. Decide how you will promote your Awareness Week and start promoting early.
 - ◆ Posters and flyers around campus
 - ◆ School website
 - ◆ Social media – a live Twitter feed, daily post on Facebook, or Instagram.

Don't forget to notify us at www.idrivetvonline.com/contact. Submit your PSA, posters, flyers, etc. to i-SAFE. They may be featured on our website, newsletters or in future iDrive campaigns!

Here is an example of an Awareness Week Campaign on the topic of World Kindness:

World Kindness Week

The goal of World Kindness Week is to not only demonstrate how small acts of kindness reverse damage caused by negative life experiences (e.g. cyberbullying, depression, homelessness), but spark a positive chain reaction both online and offline. Choose activities from the toolkit to include in your week-long agenda. Keep in mind your goal of keeping the audience connected with real life stories and activities that move them into action.

The activities below are provided as an illustration of what an Awareness Week could look like.

Week-long Activities:

- **Agent Recruitment** – Kick off the week by encouraging your peers to join the iDrive Movement as an Agent.
- **School PA Announcement** – State your goals for the week over your school’s morning announcements. You will want to do this each day of the week, to ensure that your target audience stays both informed and interested.
- **Reach Out (informational table)** – Throughout the week, you may also want to set up informational tables at each event to highlight all of the important facts, figures and collect personal anecdotes throughout the week.
- **Set up a booth** for your audience to write and send Kindness Grams to students and staff at school. Kindness Grams are anonymous notes of affirmation. Encourage your audience to write a kind note to a person that needs a boost–this could be a new person at school, or someone who needs a friend. State the number of Kindness Grams that your team aims to collect by the end of the week. Collect the name and homeroom number of the intended recipients. Your team of Agents will be responsible for ensuring that the notes are kind, and for delivering the grams to the recipients on Friday.

Monday: “Pay a Compliment” day.

- **School PA Announcement** – Encourage students and teachers to “Pay a Compliment” to someone today.
- **Make it Real (skit)** – During lunch, illustrate the need for kindness by performing a skit that evokes empathy: dramatize the negative effects of name-calling online.
- **Speak Up and Listen** – Break out into focus groups and discuss Q&A with the audience about the situation (how would they react to that situation, what they would do differently, their own experiences with this issue, etc.).
- **Begin collecting Kindness Grams for students.**

Tuesday: “Make a Connection – Smile at a Stranger” day. (i.e. a “Stranger” refers to a fellow student at school that you don’t know.)

- **School PA Announcement** – Encourage students to “Make a Connection and Smile at a Stranger” today. Call out to students to bring in toys for tots, canned foods, or other goods related to the charity that you have chosen to support.
- **Go Public with PSAs** – Keep your campaign momentum going by showing the PSA that you and your team of Agents have created. This can be done at an assembly or set up somewhere on campus during lunch or after school.
- **Speak Up and Listen** – Lead a discussion about the issues covered in the PSA.
- **Update the audience** as to the number of Kindness Grams filled out. Encourage students to send Kindness Grams to students and staff at their school.

Wednesday: “Ending Poverty” day - Illustrate how kind actions create a ripple effect. Propose kindness as the solution to online negativity.

- **School PA Announcement** – Announce a statistic on Poverty and tell students where the drop box for collections will be set up.
- **Reach Out** – Distribute information on Poverty
- **Collect donations** for the economically disadvantaged in your community.
- **Record interviews** with select students on camera about their thoughts on World Kindness Week or any of the daily topics. Be sure to obtain a media release form for each student in the video.
- **Remind students about Kindness Grams.**

Thursday: Thursday is “Make a New Friend” day.

- **School PA Announcement** – Encourage students to talk to someone they don’t know today. Remind students of the Ending Poverty initiative and promote the final days for Kindness Grams. Screen the notes to ensure that they promote kindness and respect. Deliver the Kindness Grams on Friday morning.
- **Be an Inspiration** – Inspire your audience with real life stories of people who have overcome name calling and shaming to be a voice of tolerance, acceptance, and inclusion. If possible, invite a guest speaker to share their story.
- **During lunch, host a “meet and greet”** for students to get to know someone at their school that they don’t normally talk to.

Friday: Friday is Random Acts of Kindness Day.

- **School PA Announcement** – Announce the activities for today.
- **Hold an assembly**, either after school or during lunch.
- **Show a PowerPoint or Short Form Documentary** that you and your team of Agents have produced and, as with the PSA, lead a discussion afterward regarding the issues addressed in your video. Also, talk about how their perspectives may or may not have changed as a result of your efforts during this week. Set up a panel of Agents to answer questions and lead the discussion. This is a good activity to conclude your World Kindness Week, since it will give your audience a chance to reflect on what they have experienced and discovered throughout the week. This will also give you great insight as to how well you managed to convey your message.
- **During the assembly, update your student body** as to the number of Kindness Grams filled out during the week.
- **Engage your audience in an Instagram challenge** – show an act of kindness, capture a photo and share on Instagram. Use a unique hashtag such as **#WKW2016**. **Partner with iDrive to promote Awareness Weeks/Months on Instagram. Follow us @idrive_live.**