

# iDrive Agent Activities – Get it Together

Now that you have Defined the Challenge and submitted your ideas to the iDrive Team, you are ready to embark on your mission.



## Gather Info

Research and gather information on your topic from subject matter experts, academic research, and statistics. Find real-life stories that will cause others to empathize with your mission.

## Build a Team

Raising awareness and conducting events for an entire campus can be a challenging task, which is why you will need the support of your classmates to pull it off. Your team should consist of Agents who are committed to carry out the mission from start to finish.

- **Promote iDrive** through class announcements, school bulletins, posters, school website/Facebook page, and any other means of reaching your entire school.
- **Hold an iDrive Agent recruitment meeting.** Your recruitment meeting is when you really sell iDrive and what Agents aim to accomplish.
  - ♦ Hold your recruitment meeting at a location on campus either during lunch or after school.
  - ♦ Hype up your meeting and advertise it well.
  - ♦ Provide information on iDrive and how to become an Agent (download the iDrive brochure [http://isafe.org/blast/iDrive\\_slick.pdf](http://isafe.org/blast/iDrive_slick.pdf).) iDrive teams need team members with varying talents, so there are many ways they can participate. An Agent's role can be as simple as sharing a post on social media online, publicity and promotion, planning committee, technical managers, and set-up volunteers. Share the Agent Roles information so everyone knows they have a place in iDrive. Every voice and helping hand is important!

- ♦ After your meeting, have new recruits sign up online at <http://www.idrivetvonline.com/get-involved/become-an-agent/> – Remember: Only students 13 years or older may be Agents unless given parent permission and supervision.
- ♦ Set your next meeting date and time and announce it at your recruitment meeting.
- **Create a club** - Talk to your school's administration about creating a club on campus through which you and other Agents can work. This allows greater access to school facilities and gives you, as a group, more legitimacy.

## Contact Information:

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## Chart the Course

### Hold an Agent Meeting

**Create an action plan** – As you develop your action plan, keep your iDrive mission and constraints in mind.

- **Time** – How much time do you need to plan the activity? How much time will it take to conduct the activity?
- **Team** – How many people do you need to carry out your plan? [individual/pair, small group, large team]
- **Equipment** – What equipment or materials do you need for this initiative? [video camera, meeting space, microphone, posters]
- **Cost** – How much will this campaign cost? Are there any ways to offset the costs? [ \$, \$\$, \$\$\$ ],
- **Discuss with your team the events and action items.** If you have not yet chosen a specific activity, use the Agent Activities Menu to identify an activity or event. Focus on your goal.
- **Hand out the Agent Roles handout.**

## Develop a timeline:

- **Choose a date and time that is appropriate for your audience and activity.** Does it conflict with any other school or community-related event or initiative? Is there an Awareness Month associated with your topic? Can you partner with another related event to increase the reach and publicity of your campaign?
- **Plot each action item related to your activity on the timeline.** Be sure to consider the time needed for each action item and work backwards from the event date.

**Establish measurements for success.** Measurements for success could include:

- number of event attendees
- number of responses, comments, or views on social media
- number of Agents recruited
- media publicity
- funds raised, donations collected, or types of partnerships created
- featured spotlight in iDrive's Agent newsletter and Website

## Plan your event:

- **Review the steps** for the activity 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. Keep your timelines in mind.

Remember, Educators, counselors, club advisors, and school administrators can offer the guidance and support you need to ensure that you have the resources to carry out your event.

- **Promotion, Promotion, Promotion!** Plan ahead! Decide how you will promote your event before, during, and afterward.
  - ◆ Media Alerts.
  - ◆ Social media – a live Twitter feed, daily post on Facebook, or Instagram.
  - ◆ Posters and flyers.
  - ◆ E-mails to friends and family.

- ◆ iDrive – Keep the iDrive Team informed as you activate your plan – [www.idrivetvonline.com/contact](http://www.idrivetvonline.com/contact). Our team is ready to amplify your voice and carry your message around the world.
- ◆ Organizations that share your mission may be able to provide you with information, services, and support for your event.

Prepare a reputation management strategy, and be aware of privacy and safety concerns as you organize online events. For more information about using social media for school-related activities, ask your teacher about the Twitter Guide for the High School Classroom and the Instagram Guide for Education available in the i-SAFE curriculum library.

## Activate the Plan

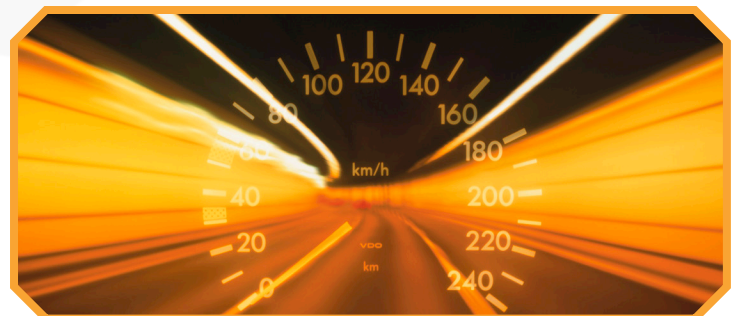
Execution is everything. Once you have set your plan in motion:

- Stay focused on your mission.
- Follow the steps in your Agent Activity plan.
- Stick to timelines and be ready to flex should any challenges arise.
- Monitor the outcome.

## Share the Journey

Document your journey and inspire others. Pictures, video footage and, most of all, personal comments and anecdotes from your audience create a digital portfolio of achievement and illustrate the impact that you have made in your circle of influence.

- Share your event story and pictures/videos with iDrive online – [www.idrivetvonline.com](http://www.idrivetvonline.com).
- Display posters with event pictures and comments from attendees around your school or on the school website.
- Use social media to build a positive online presence and keep the message going even after the event is over.



## Agent Activities Menu

iDrive Agents everywhere are making a positive impact on their world. It's your turn to get behind the wheel and drive a campaign for a cause that matters to you!

Below are examples of activities that you can implement in your iDrive campaign strategy. Decide what kind of initiative that you are going to take and talk to the other Agents in your school to chart your course.

### iDrive Agent Activities

- Instagram Challenge
- Calling all Agents! (Agent Recruitment)
- Newsletter Article
- Reach Out (Information Distribution)
- Poster/Flyer Creation
- Speak Up and Listen (Discussion/Workshop)
- Go Public with PSAs/PA Announcements
- Mass Media Megaphone (Media Alert)
- Make it Real (Skit)
- Awareness Week

**Stay connected to the iDrive community – Complete the “TAKE ACTION! PITCH YOUR INITIATIVE” form to write a pitch for your initiative. Then, go to [www.idrivetvonline.com](http://www.idrivetvonline.com), register as an Agent and submit your ideas to the iDrive Team.**

Keep in touch with us [advisoryboard@isafe.org](mailto:advisoryboard@isafe.org) and remember to notify iDrive at least three weeks before your event so that we can share what you are doing in our iDrive newsletter!

## Agent Roles

Every student's voice is important! There are so many ways that you can participate in iDRiVE campaigns to bring awareness to important issues and solutions to real-world problems.

Take a look at just some of the roles that you can take as an Agent.

- **Recruiters** – Calling all Agents! Get your friends and community members involved! Recruiting others to join the iDrive movement requires an Agent with good people skills and a passion for a cause. Recruiters distribute flyers, conduct recruitment meetings and form Agent teams, and find guest speakers for awareness events.

- **Leaders/Chairpersons** – If you are an Agent with leadership skills, good communication abilities and a vision for change, this is the role for you. You will be the leader, or co-leader, planning, guiding your team and charting the course for success with your awareness activities and events.
- **Writers** – Do you have an attention to detail, good oral/written communication skills, good note-taking skills, and strong organization skills? Become the team writer and document your activities, create PSA and skit scripts, and write articles and flyers to promote your activities and events.
- **Speakers** – Are you naturally at ease when speaking to a group of people? Do people seem to listen intently when you speak? You will be the voice of your cause.
- **Directors** – Every great production needs a director. You will be the director for assemblies, PSAs, short films or promotional videos for an iDrive campaign. Submit it to the iDrive Team, air it on a local TV or radio station, or upload onto YouTube or Vimeo.
- **Artists/Graphic Artists** – If you've got artistic or graphic art skills, you'll find a place on the team creating cartoons and logos, designs for posters and flyers, PowerPoint presentations, websites, social media campaigns and more.
- **Musicians** – Contribute your musical talents to iDrive campaign PSAs, short documentaries, assemblies, and other events. Write, record, or mix a song for your iDrive campaign.
- **Creative/Imaginative People** – You are imaginative and creative with a mind full of ideas. You will work closely with your team leader and team mates to turn an ordinary event into an extraordinary event.

We are here to help you organize your activities and recognize your accomplishments. Let's team up to organize campaigns and events that affect positive change in your online and offline communities.

Contact us if you have questions or need assistance – [www.idrivetvonline.com/contact](http://www.idrivetvonline.com/contact)

Think BIG! Become a Student Advisory Board Member – Go to <http://www.idrivetvonline.com/get-involved/student-advisory-board-member/>