



YOUTH UNITED for GLOBAL ACTION and AWARENESS

How to Start a YUGA Chapter Toolkit



Plan

Be a part of it.

CONGRATULATIONS on taking the first steps toward starting a Youth United for Global Action and Awareness Chapter in your school or community!
By following the easy steps provided in this guide, you'll be on your way to changing the world!

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What is YUGA?

YUGA (*Youth United for Global Action and Awareness*) is a network of young people, ages 12 to 24, from around the US who aim to promote global unity, understanding and change through awareness, action, and connection with other young people from around the world. YUGA members are dedicated to global citizenship, taking action, and raising awareness about local and global issues such as poverty, climate change, injustice, HIV and AIDS, gender equality, child exploitation, and child rights.

YUGA members run campaigns in their schools and communities throughout the year to get their peers involved in local and global issues and engaged as agents of change in our world. There are YUGA chapters in middle schools, high schools, and universities across the United States.



YUGA is an initiative of *Plan USA's Youth Engagement and Action (YEA) Program*. The YEA program seeks to build and strengthen a network of young people, youth groups and organizations, and adult allies who raise awareness and take action on issues that affect children and youth around the world.

Plan is one of the oldest and largest international development agencies in the world, working in 48 developing countries across Africa, Asia and the Americas and raising funds in 21 countries. More than 1,500,000 children and their families directly benefit from *Plan's* grassroots, self-help programs in health, education, water and sanitation, income-generation and cross-cultural communication. Indirect beneficiaries include an estimated further 9,000,000 people living in communities working with *Plan*.

How did it start?

YUGA was started in 2005 when a group of Rhode Island middle and high school students came together with youth from 30 countries at *Plan's Global Connections Youth Conference*. At the conference, youth learned about global issues and ways in which they could bring this knowledge to their school communities. After the conference, the US youth wanted to stay involved and founded the first YUGA chapter. They started out by learning about global issues and ways in which they could bring this knowledge to their schools and communities, and began to spread the word about YUGA to

their friends and across the country. Today, delegates from nearby YUGA chapters continue to meet once a month at the Plan USA office in Warwick, RI to integrate their ideas, goals, and activities. Now there are YUGA chapters far beyond Rhode Island, and it's always growing!

YUGA's Mission Statement

We are a network of youth who aim to promote global change through increased understanding, awareness and action on local and global issues.



As a YUGA member you will...

- Make a difference in your local community, while advocating for children all over the world
- Develop relationships with youth throughout the world through Plan USA resources
- Learn about issues that affect youth just like you and what you can do to help
- Build leadership, organizational, and teamwork skills while serving your community
- Learn to fundraise, advocate, and educate others about the issues you care about

The Campaigns

YUGA promotes 5 official campaigns. Most YUGA chapters run at least 3 of the campaigns a year. All chapters are encouraged to run a campaign for any social justice issue that interests them. A list of additional topics is included at the end of this section. Visit the [Issues, Toolkits, and More](#) tab on the YUGA website (www.planusa.org/youth) to learn more about YUGA's campaigns and to download the complete toolkits.

Climate Change

YUGA educates about how our daily lives can negatively (or positively!) affect the environment. We work together to stop climate change in our communities through simple, everyday efforts. With every passing day it

becomes more important to take steps to decrease our impact on the earth and our use of resources. World leaders have promised in the Millennium Development Goals to ensure environmental sustainability globally by 2015. YUGA wants to help this happen!

Links

<http://www.planusa.org/contentmgr/showdetails.php/id/927421>

<http://www.350.org/>

<http://www.repoweramerica.org/>

<http://www.1sky.org/>

Global Poverty

YUGA advocates for an end to global poverty and its root causes around the world, and speaks up for children everywhere who are denied their basic human rights. We urge our national and world leaders to make the changes necessary to reach the Millennium Development Goals by 2015 to end hunger, improve the health of children and mothers, increase education, and decrease the debt of developing countries. YUGA also takes action locally against hunger and poverty, because every step helps.

Links

<http://www.planusa.org/contentmgr/showdetails.php/id/2155>

<http://standagainstpoverty.org/>

<http://www.endpoverty2015.org/>

<http://one.org/international/>

HIV and AIDS

YUGA campaigns yearly in our communities on HIV and AIDS, and advocates for people affected by AIDS throughout the world, especially children and youth. We encourage people in the US to be more aware of their own vulnerability to HIV and AIDS, and to get tested! Internationally, we work to support Plan programs in developing countries that are helping to educate, treat, and prevent the spread of the AIDS pandemic.

Links

<http://www.planusa.org/contentmgr/showdetails.php/id/268411>

<http://www.youthaids.org>

<http://www.AidsResearch.org>

http://www.unfpa.org/aids_clock/index.html

www.7may.org

Child Rights and Child Exploitation

YUGA works to raise awareness about child labor, child trafficking, and child soldiers. We believe that many of the world's conflicts are caused by poverty and social injustice, and that we can address those issues. We encourage people to ensure that their food and clothing are not produced by child labor. YUGA supports programs to address the conditions that lead to child trafficking and that address its impact on children and families. Join our campaign to get the United States to ratify the United Nations Convention on the Rights of the Child, and help protect children in the United States and children everywhere from being exploited.

Links

<http://www.planusa.org/contentmgr/showdetails.php/id/386644>

http://www.unicef.org/protection/index_3717.html

<http://uk.oneworld.net/guides/childlabour?gclid=CKqH68qo76ICFZNo5QodzV7imQ>

Gender Equality: Because I Am A Girl

YUGA strongly believes that every girl and boy are equal, but that there is still a lot of work to be done in the United States and around the world to ensure gender equality. We believe in empowering girls and women. We believe in engaging boys and men because the impact of gender inequality is felt by everyone. YUGA raises awareness about gender inequality still existing in the US in media, music, stereotypes, and expectations, and advocates for equal wages and equal opportunities. Girls are half of the world's population; join YUGA in empowering their voices and promoting their rights!

Links

<http://www.planusa.org/becauseiamagirl/domore.php>

<http://www.unicef.org/gender/>

<http://www.unfpa.org/gender/>

YUGA's Action Days

YUGA Chapters often coordinate awareness campaigns and fundraising events around these International Days of Action. It's a great way to start raising awareness in a school or community by acting in solidarity with the international community.

April 22 nd	Earth Day
May 7 th	World AIDS Orphans Day
June 12	World Day Against Child Labor
October 17 th	International Day for the Eradication of Poverty (<i>Stand Up for Poverty</i>)
November 11 th	World Day to End Violence Against Children
November 20 th	Universal Children's Day: Convention on the Rights of the Child
December 1 st	World AIDS Day

Other Discussion/Campaign Ideas

Corporate accountability

<http://www.stopcorporateabuse.org/>

Fair trade

<http://www.transfairusa.org/>

Bottled water

<http://www.stopcorporateabuse.org/think-outside-bottle/>

Refugees

Sustainable development

International development

United Nations

Mainstream media

Consumption & consumerism

World food crisis

Check out <http://www.globalissues.org/> for more ideas!

Getting Started

So you know you want to start a YUGA Chapter....now what? Establishing your YUGA chapter may be a difficult process, but following the simple steps listed below should make the process much easier.

Step 1: Word of Mouth

The first step is to begin talking with your friends, neighbors, teachers, parents, classmates, teammates, and *anyone* who may be interested in advocating for global issues (and even those people who don't know they are interested yet!) Talking to people is one of the best ways to build interest, and get new ideas. From your discussions, try to form a small core team of people who share your enthusiasm for starting a YUGA Chapter. It's a lot easier to get started when you have a passionate team working together.

Step 2: Establishing Your Chapter

School: Every school is different, but oftentimes schools have certain requirements and approval processes for establishing an extracurricular club. You can learn what is required by visiting your Student Activities or Government offices on campus, by asking your principal, or by asking a teacher who is already a club advisor. Most schools will require that you find a faculty or staff member to be an advisor and that you get permission from your principal, and many times, a letter of intent or a formal proposal is also required. There is a sample letter of intent on page 6. After you have fulfilled all of the requirements for starting a club, establish a regular place and time for meetings.

Tip: Even if your school doesn't require you to have an advisor, it's a good idea to find one because a supportive and friendly advisor who will work with you can be pivotal to the success of your chapter.

Community: Establishing a chapter in your community is a little different from establishing a chapter in your school. The most important step is to find a regular meeting place and time. This may be difficult, but it is much better to have a set place and time so that members and new recruits always know where and when to go to meetings. Some good places to hold meetings are places of worship, schools, libraries, community centers, a member's house, cafés, etc. Be sure to ask permission and set up a time slot before using a venue regularly. The need for an advisor may be slightly less for a community chapter than a school chapter, but it is still a good idea to find an adult who is willing to help you out.

Step 3: Make A Game Plan

Once you have a core group, an advisor, and a regular meeting time and place, hold a few meetings with your core group and your advisor before you start recruiting to work on getting organized and planning the first meeting's agenda. You can also discuss the first campaign and a general timeline for the year, but you may want to wait until after the first meeting to get the chapter's input. In the Running a YUGA Chapter section on page 10, there is more detailed information about what you should plan with your core group.

Tip: The more you think ahead and the more organized you are, the better off your chapter will be down the line.

Step 4: Recruitment

Some of the many different ways to spread the word about your YUGA Chapter and why people should join include tabling, posters, flyers, emails, etc. The key to recruitment, especially with people you may not know, is to follow up and be persistent. Be organized, friendly, open for discussion, and get the word out about YUGA! See page 7 for Tips for Recruiting.

Step 5: Start holding meetings!

The next section will discuss how to run a successful YUGA meeting, tips for raising awareness and fundraising in your community, and more YUGA resources for you to use as you plan your Chapter's exciting activities!

Sample Letter of Intent

Dear _____:

I am writing to request permission to start a new club on our school campus through the YUGA program of Plan USA. The YUGA (Youth United for Global Action and Awareness) program, promoted by Plan USA has found success in 30 chapters throughout the U.S. by providing students with resources to inform themselves and their communities about global issues such as poverty, HIV/AIDS, climate change, and gender equality affecting youth worldwide.

By starting a YUGA chapter at _____ School, I hope to involve our student body in similar work. As a club, our YUGA Chapter would hold weekly/monthly meetings to learn more about these global issues, discuss them, and come up with ways to educate the _____ community, advocate, and fundraise for these causes.

Thank you for your consideration of my request to start a YUGA Chapter at _____ School. If there is additional information you require about the actions of the club, please let me know. I look forward to spreading the word about YUGA and gaining members who will help in its important work.

Sincerely,

Your Name

Tips for Recruiting

School & Community:

Tabling

- School: Set up a **table** at your school's club fair or in a high traffic area before and after school and during lunch or free periods (make sure you have permission if needed)
- Community: Set up a **table** at high traffic areas in your community such as libraries, coffee shops, or community centers

At your table have:

- Eye catching posters and banners.
- Free buttons, stickers, or candy (good for getting people's attention)
- **YUGA materials:** informational 1-pager, toolkits, and YUGA campaign information. These can all be found from the YUGA website, www.planusa.org/youth or [Join YUGA](#).
- A **sign up sheet** with space for names, emails, and telephone numbers of people who are interested (check the [Join YUGA page](#) for an example). Even if people are unsure about whether they want to join, encourage them to leave their emails in order to simply receive more information/stay in the loop

- Knowledge of YUGA in general and your ideas for the group
- A friendly smile! 😊
- NOTE: Later you can use the **tabling** technique to raise awareness about your chapter's specific campaigns, advocacy pieces, and initiatives. Be sure to put out more specific materials when you do this.

Hang posters and flyers around your school/community. For examples go to the [Join YUGA page](#).

E-mail and Facebook

- Facebook can be a very handy tool for getting in touch with members, recruiting new members, and advertising events, campaigns, and fundraisers. It is a good idea to make an official page or group for your chapter and assign someone in your core team to manage it.
- Don't forget to use your email list to contact members and interested people about events, campaigns, and fundraisers. Just like Facebook, it may be a good idea to make an official email address for your chapter and assign someone in your core team to manage it.

School:

- **Make announcements** using your school's PA system.
 - First find out how to submit announcements to be read from your principal or your advisor.
 - Ask if YUGA members can read the announcements themselves.
- Think of classes where there may be more students interested in YUGA (i.e. sociology, civics, "values", "contemporary issues", language classes, or other international/ethical subjects). **Contact teachers** of these courses and tell them about YUGA. Ask them if they would be willing to pass out YUGA **flyers** at the beginning of the class. If it's possible, ask if you can visit a class and introduce YUGA briefly just before their class begins. You can even pass around an email sign-up sheet.
- Posters and eye-catching banners are especially effective at school. Be sure to hang them in strategic areas and ask if you can put flyers in the teachers' mailboxes to post in their classrooms.
- Try to build a partnership with a group that is already well established such as student council, an environmental club, *Habitat for Humanity*, *Amnesty International*, JROTC, etc. A dual campaign or fundraiser such as a bake sale or a food drive could be a great way to kick off your chapter.

Community:

- Research if there are similar groups who already meet in your area (or groups where you think potential "YUGA-ers" would be). **Contact these groups** and ask if you can give a brief intro during one of their meetings. Don't forget your sign-up sheet!

Running a YUGA Chapter

Now that you have a group established, you must work together to plan your goals and action!

The Game Plan

Step 1: Delegate Roles

It's a good idea to delegate roles to your core group so that each of your core members has clear responsibilities. This will lead to less confusion down the road. Some of the roles you may want to have are President, Secretary, Treasurer, Recruitment Coordinator, and Researcher (to find information about workshops, campaigns, outside events, and other humanitarian groups), but you should add any other position you feel the chapter may need, too. Make sure that the selection process is fair. If you only have a few people in your core group, it may be a good idea to wait until you've had your first meeting with the whole chapter so that you can hold an election.

Step 2: Get Organized

It's a good idea to use a large 3 ring binder to store all of your YUGA resources. Divide the binder into sections for a calendar, meeting agenda's and notes, campaign planning, campaign information, activities (icebreakers and workshop descriptions/instructions), fundraising/treasury, and miscellaneous. Perhaps the secretary can be in charge of keeping the binder organized. If you are starting a school chapter, ask your advisor if you could use a space in their room, such as a shelf or a filing cabinet drawer, to store the binder and other YUGA materials.

Step 3: Plan the First Meeting

Your **introductory meeting** should be a time to:

- Meet everyone and become comfortable with each other. Use some icebreakers to warm people up and learn more about them! A name game is a great idea for an icebreaker for the first meeting because it will help people loosen up while learning each other's names.
- Explain in detail what YUGA is and its main campaigns.
- Set up 'club rules' or 'ways of being' with everyone's input. You want your club to be a safe space where people feel comfortable and free to express their opinions.
- Collect information on what international issues people are interested in learning more about or advocating for. Feel free to make your own suggestions and don't forget to use the existing [YUGA campaigns and Days of Action](#) as a guide!
- If you have time as a group, start to narrow down or prioritize these issues in terms of what your group most wants to focus on. Make sure everyone's voice is heard.
- Create a mission statement for your Chapter based on the YUGA Mission Statement—include what you hope to achieve or how for your school/community.

*Remember: YUGA is youth-led! Your group can focus on issues separate from the YUGA Campaigns or Advocacy Days, so long as it falls within the YUGA Mission

General Meeting Tips

- Keep meetings on the shorter side, ideally an hour or shorter, because people will lose interest if meetings are longer than they can commit to
- Always, ALWAYS have a plan for each meeting. If the meeting has a set agenda and clear goal, people will be more likely to come back because they will feel like something is being accomplished.

Tip: You may want to plan a meeting with your core group for every meeting you have with the chapter to plan the next meeting's agenda and activities.

- Food—Attendance can be difficult, because of members' other commitments, so encourage people to come by bringing chips, pretzels, crackers, juice, etc. Although food can become a distraction, it is also good to keep people's energy up.
- Make new members feel welcome and part of a group. Do an icebreaker or give new members an opportunity to introduce themselves.
- Encourage dialogue, but make sure everyone has a chance to speak and give his or her opinions! If the discussion is weak, ask questions to get people thinking.
- Make sure club members leave with a clear understanding of individual responsibility and what the next steps for the group are.
- Make sure to take notes at the meetings to ensure that you remember and follow through on decisions the group made.

Sample Agenda

Location: Room 412

Date: Thursday October 14th

Time: 2:45 pm

Welcome

Icebreaker

Review of last meeting

Announcements and Updates

Plan film showing for World AIDS Day

- Where will the film be held?
- What film will we show?
- Where and how will we advertise?

Assign tasks

Next steps and action plan

Confirm Next Meeting date and time

Closing

Icebreakers and Name Games

<http://www.icebreakers.ws/>

<http://wilderdom.com/games/InitiativeGames.html>

<http://www.group-games.com/>

<http://wilderdom.com/games/NameGames.html>

<http://www.ultimatecampresource.com/site/camp-activities/name-games.page-1.html>

http://www.businessfundamentals.com/IceBreakers/ice_breakers_energizers.htm

Campaign Tips

Planning a campaign can be a daunting task, but these steps can make it a little easier!

Step 1: Pick a Topic

The first step is to decide what you want to campaign for. Any of the official YUGA campaigns are a good starting place, especially for your chapter's first campaign, because YUGA has extensive toolkits that serve as very useful resources along the way. Be sure to pick a topic that your chapter has a strong interest in and that all of your members are comfortable with.

Step 2: Educate yourself!

It is important that your members feel like they are knowledgeable about the issue or topic that your chapter is campaigning for. Therefore, the first step of launching a campaign begins within the members of the group.

- After your group has picked a topic, have your core group research more about it online and plan an informative workshop for your members. Again, if you are using a YUGA campaign you can find information and a workshop in a YUGA toolkit.
- After leading the workshop, ask your chapter how comfortable they feel with the information. You may want to devote another meeting to discussing the issue. You can try out another workshop or just use some talking points to start a discussion.

Step 3: Plan the Campaign

After your chapter feels like they have a deep enough understanding of the issue you are campaigning about you are ready to make a game plan for your campaign!

- With your chapter, discuss what you would like to accomplish with this campaign. You can choose to focus on raising awareness, taking action, advocacy, or fundraising. The following section has more detailed information about each of these.
- Set clear goals so that you can evaluate the success of your campaign once it's over. Some example goals might be: get the whole school to Stand Up Against Poverty (<http://standagainstopoverty.org/>), raise \$1,000 for Plan Uganda's projects to fight AIDS, donate 500 food items to the local community food bank, etc.
- Take one or two meetings to plan exactly what you want to do and delegate responsibilities to all of the members.
- Campaigns can be as long or as short as you want. You can host one event or host a long series of events throughout a whole month. For example, you could designate December 'AIDS Awareness Month' at your school or in your community and make announcements all month long, hold a long term fundraiser, host workshops for the public, and end the month with a big event like a Dance-A-Thon.

Step 4: Execute!

Once you have made all of your plans and preparations, kick off your campaign and have fun with it!

Step 5: Evaluate and Plan a New Campaign

Once the campaign is over, host a meeting to reflect success or failure of the campaign and discuss ways to improve for next time. Determine whether or not you met the goals you set for yourself, and gear up for planning your next campaign!

Awareness, Action, Advocacy, and Fundraising

How to Raise Awareness

When raising awareness don't assume that your audience knows anything about the issue you are trying to educate them about. It is important that your representatives can explain the issue clearly. Here are some tips:

- Have short, to-the-point brochures, flyers and handouts for people to read.
- Use lots of drawings, pictures, and images to catch and hold people's attention
- Be factual and honest. If people feel like you are "fudging-it", you will lose credibility
- Get your message out! Write a letter or email to your local newspaper, or write an article for your school paper.
- Let similar organizations know who you are and what you're doing; they might be able to help! Research other groups working on the issues in your community and contact them
- Go out in the streets! Hold up signs, dress up or use sidewalk chalk to grab people's attention.

Some Awareness Campaign Ideas

- Wear Red Day for AIDS Awareness (or white for global poverty). Ask if you can sponsor a dress down day for faculty to wear red/white with the rest of the school.
- Tabling
- Day of Silence for Children's Rights
- Hunger Banquet
(http://fr.oxfamamerica.org/en/whatyoucandoARCHIVE/act_now/fast/skip_meal)
- Public/school wide workshops about climate change
- Movie showing
- Think Outside the Bottle Water Challenge (<http://www.stopcorporateabuse.org/think-outside-bottle/>)

How to Take Action

For most YUGA campaigns, awareness and action go hand in hand. After learning about a serious issue, the question most people ask is: "What can I do to help?" Be prepared to answer this question!

- Taking action is different for every campaign.
- The best way to lead an action campaign is to lead it at home. This means take action locally! People may be interested in learning about global issues, but they are probably most interested in making a difference in their own communities. Also, it is much easier to take action and create tangible change in your own community than in another country.
- Think Globally, Act Locally!

Some Action Campaign Ideas

- Walk, Bike, or Carpool to School Day to Reduce Our Carbon Footprint
- Turn off the lights for a Period to Reduce Our Carbon Footprint
- Volunteer at a Soup Kitchen, Homeless shelter, Community Center, or food bank
- School/City beautification day
- School/Community Recycling program initiative

How to Advocate

Advocacy is the public support for or recommendation of a particular cause or policy. Basically, advocacy is the aim to influence public policy. YUGA advocates to local, national, and international governing bodies about the YUGA campaigns and various global issues.

- The most common way to advocate is letter writing. You can have your chapter write their own letters to Congresspersons, Senators, the President, etc., encouraging them to support issues you are campaigning about. You can also write a letter and make copies to put on your table for people to sign. Online YUGA toolkits have sample letters for each campaign that you can circulate to your school/community.
- You can also call your representatives to urge them to support a certain bill that is related to your campaign or anything you care about.
- Organized protests at city hall, the state capitol, etc. is another form of advocacy.

How to Fundraise

You may want to hold a fundraiser to raise money for your group or a project. Follow these tips for a successful fundraiser, and check out the fundraising ideas on the YUGA website for creative ways on how to raise money.

- Choose an issue or project to raise money for. Look into Plan supported projects that deal with the issue your group is targeting, that way you have a direct way to ensure the money is sent to a trustworthy source and a good cause.
- Decide what your fundraiser will be. Some options are: bake sale, car wash, handmade recycled jewelry sale, handmade recycled notebook sale, dance-a-thon, raffle, etc.
- Look at [Fundraising A-Z](#) on the Plan USA website for ideas or come up with your own original way to raise money for events. Think **creative & original**. People enjoy handmade goods that are either decorative or useful.
- Decide if the fundraiser will benefit your group or go to a cause.
- Set a fundraising goal. How much would you like to collect over the fundraising period? This will help you plan how much money you may need to spend in order to make a profit.
- Know who your public/targeted audience is, some fundraisers will appeal to adults, while others will be more successful if they are made for and by youth.
- Reach out to local groups who may be interested in partnering with your group for an event. There may even be local businesses who are willing to donate supplies.
- Select a fundraising team and designate responsibilities within the group such as publicizing the event, reaching out to local businesses/groups, etc.
- Have one or a few people in charge of educating the audience on the issue at your event – you can use the online YUGA toolkits for ideas on how to **Educate** your audience: remember raising awareness on the issue is one of the ultimate goals of fundraising
- Publicize the event in your community and on the **YUGA Website by emailing us at YUGA@planusa.org**! (See more tips for publicizing your event on the following page)

Event Planning

A fun event can be a great way to kickoff your chapter, get YUGA's word out there, raise money, and raise awareness. Follow these steps to help make the planning process easier.

Step 1: Pick an Issue

It is best to plan your event around your current campaign to avoid unnecessary complexity. Once you have chosen an issue to raise awareness or fundraise for, discuss with your chapter to figure out what type of event will be most successful. Some event ideas are: dance-a-thon, carnival, movie showing, ice cream social, etc.

Step 2: Discuss funding

Keep in mind that hosting an event can be costly; so be sure that you have enough funding before planning a really elaborate event. If your chapter is just starting up it may be a good idea to apply for a grant. YUGA regularly sends out emails about small grants that chapters can apply for, but there is also this site: <http://www.dosomething.org/grants>

Step 3: Plan

After you have decided what you want to do and have enough funding to do it, start planning the specifics. Where will the event be held? Who do we want to attend? When will the event be held? How much money do we want to raise? or how will we present our message? Delegate tasks to all of the members, because this will make the process much easier.

Step 4: Publicize Your Event

- Make colorful and informational posters, brochures, and flyers to put up at your school, pass out during lunches, and to put up in local stores
 - Consider the amount of paper used when printing flyers. Use email if it's more efficient and don't waste too much paper with flyers that will be thrown away by uninterested people—be strategic in where you place flyers (high traffic areas, in bathroom stalls, etc.)
- Set up a table in your cafeteria (get permission if needed)
- Use bright flyers and display what you are selling/the event
- Talk to teachers- put posters in their classrooms or have them pass out flyers during homeroom; some teachers may even be willing to hold class discussions
- Send out emails to relevant classes, clubs, and groups
- Contact the local newspaper or have an article about your event in your school paper
- Utilize another event/gathering to advertise/promote your upcoming event
- Make announcements on local television/radio/or your school's PA system
- Let YUGA know what you are doing! We'd love to publicize your event in our newsletter or on our website. We also may be able to get you a guest speaker, if you'd like. Email Corrie, the YUGA coordinator, at YUGA@planusa.org.

Step 4: The Event

At the event don't forget to...

- Collect all the money during the event or right afterwards when it is still fresh in people's minds- stress the reliability of the organization you are supporting. Let people know that any amount of money will help (checks, cash, even small change)

- Collect contact information of those who attend your event, including names and emails for future events and awareness raising
- Thank all volunteers and people who supported your event
- Advertise the next upcoming event at your current one (give people a next step i.e. action or advocacy that they can participate in) and of course advertize the opportunity to join YUGA!

Step 5: After the Event

- Hold a discussion about the event
- Evaluate the success of the event. Did you reach your fundraising goal? Were enough people interested, if not, how can you engage more people next time?
- Start planning your next event or campaign!

Additional Resources

www.planusa.org/youth

Learn more about YUGA, the campaigns they are supporting and how you can make a difference

www.gmfc.org

Learn about the 10 Imperatives for children and get ideas for planning your own 'Lesson for Life' during your HIV/AIDS campaign

www.takingitglobal.org

Join an online community to connect with youth, access information, get involved and take action on local and global issues

www.unicef.org

Find background information on issues affecting children throughout the world

<http://www.amnestyusa.org/get-activist-toolkit/run-your-group/how-to-work-with-other-organizations/page.do?id=1101344>

Check out tips on working with other organizations from Amnesty International

World map with tabs to see MDG indicators including gender issues, poverty, HIV/AIDS, etc.

<http://www.unfpa.org/pds/mapping.htm>

A Final Word...

Now that you have all the materials needed to get your YUGA chapter up and running remember, the time is **NOW** to make a difference in your lives and the lives of people all around the globe. Never let any obstacles underestimate the power of youth. Please come to any other YUGA member or YUGA coordinator with any questions, concerns or help.

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Or, visit us online!

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