Introducing…Team Activities!

This section is meant to give you everything you need to plan your activities by offering step by step instructions and checklists to ensure that you are fully prepared by the time the big day rolls around.

There are a few common periods of mobilization and activism around violence against women and girls when many other community groups come together to “blitz” the public on this issue. They are:

- 16 Days of Activism to End Gender-Based Violence (November 25th - December 10th).
- International Women’s Day (March 8th).
- Prevention of Violence Against Women Week (third week in April).

We encourage you to plan an event, or series of events, during these time periods in order to take part in the mass awareness-building. However, many of these activities can also be planned at any time throughout the year.

Each activity has been rated using a scale of three that indicates the relative difficulty level of the activity. We hope that by listing the activities in order of difficulty, you will be able to choose the one that best suits you and your team’s experience level!

We have divided each activity into four sections:

- **Your Activity**: A brief description of the activity and what its main purpose is.
- **Activity Preparation**: A detailed description of what should be done to prepare for your activity.
- **The Activity**: Some things to keep in mind while your activity is going on, to ensure it runs smoothly.
- **Activity Follow-up**: Reminders about loose ends that should be tied up once your activity has been completed

We have also included a checklist that puts these instructions into a shorter form, to make it a bit easier for you to see what still needs to be completed.
A few items to keep in mind when planning your activities:

**Aboriginal Blessing**

One important thing for you to consider while planning certain activities is to invite an Aboriginal Elder to offer a blessing at the beginning of your event. The purpose of this is to acknowledge that the event is being held on territory that was occupied by Aboriginal peoples for at least 10,000 years and symbolizes the traditional owners’ consent to an event taking place on their land. This is an act of respect on your part, and any activity that you are planning in a public space, in front of an audience (outside of your school, for example) should include this piece. You can request an Aboriginal blessing from a local Elder, or by contacting the local band to ask them. If they agree and are available, it is customary to provide a small gift as a token of your appreciation and this usually comes in the form of a small amount of tobacco, a blanket or any other small gift. Talk to your adult mentor about this as you want to ensure that you are acting appropriately and respectfully.

**Film and Video Permission**

We hope that you will take plenty of exciting photos and video during your activities, to capture the enthusiasm of your team and activity participants! We encourage you to send your photos off to us so that we may post them to the We Can website and share them with as many people as possible. **However, we are not able to do this unless you include a Photo Release form, signed by each person that appears in your photos. Furthermore, if the photo is of someone under the age of 18, it must also be signed by their parent/guardian.** For this reason, we have included a copy of the form in this toolkit. Please ensure that you make copies of this form and have it available at any activity where you are planning to take photos. Pictures and video are often the best way to show off all the great work you do, and it would be a shame not to be able to do this as publicly as possible!

We recommend that after each activity, you and your team get together to have an Evaluation Discussion about what went well, what could have been done better and whether you would like to repeat this activity in the future. This is an important piece of event planning as it helps you and your team to improve your skills! The Activity Evaluation Discussion form included will help to lead your team through this discussion.

**Getting Support From Municipalities**

Consider getting support for your events and activities from your local municipality. A ‘Proclamation’ is an official statement on any issue that the public deems to be important. This is a great way to raise awareness about the issue on the level of the local government and the whole community, and an important channel for promoting positive change in attitudes and behaviors that condone violence against women and girls.

The process for getting a proclamation passed can vary depending on your municipality, but in general you will be required to go through the following:
Step 1. Draft the proclamation you want to pass. Turn over the page to find a copy of the proclamation which was passed by the city of Prince George in 2010 as a part of the We Can campaign. You can use it as a sample. Note that the proclamation should fit on one page, and has a specific date.

Step 2. Contact your local municipality with a request to speak as a ‘delegation’ in support of your proposed proclamation. Members of the public of any age are allowed to make a presentation at regular or special municipal council meetings, which are held weekly, bi-weekly or monthly depending on the municipality. You can find the contact information, forms and procedures on your local municipality’s website. You might be required to submit your proposed proclamation by mail in addition to an electronic version.

Step 3. Once your request for presenting a proclamation is approved, it will be added to the agenda for one of the upcoming city council meetings. You will be informed about the date and time of your presentation.

Step 4. Prepare the presentation in support of your proclamation. It is usually short – 10 to 15 minutes - and should stress the importance of supporting your cause.

Step 5. Deliver the presentation at the council meeting! It might seems intimidating, but remember, various citizen groups are delivering presentations to the council all the time! The city council will discuss the proposed proclamation, have a debate, and then vote on it.

Step 6. If successfully passed, the proclamation will be made publicly available. You can invite the mayor or one of the city counselors to attend your upcoming event, and read out the proclamation. This will give a real boost to your event, and spark interest among local media to cover it. While the whole process might seem complicated, it is fairly easy to get through, and can have a huge impact on what you do!

Below is the full list of activities that we have provided detailed tips for. Remember that any of these can be adapted so that they work the best within your community or school, and that there are plenty of other ideas beyond this list!
Proclamation

16 DAYS OF ACTIVISM AGAINST GENDER VIOLENCE
NOVEMBER 15 – DECEMBER 10TH, 2010

WHEREAS Prince George is a city that believes in dignity, respect and gender equality;

AND WHEREAS gender inequality remains one of the root causes of violence against women which serves as both an acute manifestation of gender inequality and a means of perpetuating it;

AND WHEREAS violence against women persists as both a pervasive violation of human rights and a significant impediment to achieving gender equality on a global and local level;

AND WHEREAS the scale, as well as severity of discrimination and violence against women is rising. Women are eight times more likely than men to experience violence in relationships and violence against women increase by 1/3 during times of economic downturn;

AND WHEREAS it is only by changing this perception of "normality" that we can bring to light the seriousness of this kind of offence;

AND WHEREAS "We Can End All Violence against Women!" or "We Can!" is a multi-year, international campaign which seeks to challenge and change deeply entrenched societal attitudes and practices that support violence against women through a Coalition of over 60 organizations and 1,000 individuals;

AND WHEREAS "We Can! is a partner in the international 16 Days of Activism against Gender-Based Violence and since it began in 1991, tens of thousands of actors from every region of the world take part in a united movement for women's rights, providing an opportunity to work together in solidarity and show support this period of heightened international attention to gain support for local efforts;

NOW THEREFORE, I, DAN ROGERS, MAYOR OF THE CITY OF PRINCE GEORGE, DO HEREBY PROCLAIM NOVEMBER 25TH – DECEMBER 10TH, 2010
"16 DAYS OF ACTIVISM AGAINST GENDER VIOLENCE"

IN THE CITY OF PRINCE GEORGE.

[Signature]

DAN ROGERS
MAYOR
Finding Out the Needs

Before beginning work that focuses on preventing and ending violence against women and girls, it is important to understand how other youth in your community understand this issue. This will help you to plan and run activities that are tailor-made to those participating in them!

Conducting A Needs Assessment Survey: Conduct a survey with as many groups of youth as possible in order to gain more information about how violence against women and girls impacts your community. The feedback you receive from this activity will help you and your team to set goals, choose the topics that you are the most passionate about and plan the remainder of your activities!

Talking it Out

The following activities focus on using the gift of gab to open up a conversation around the issue of violence against women and girls by giving you opportunities to interact with the public. Engaging people in this discussion is a powerful way to get people talking and spread support for this important cause.

Guest Speaker Presentation: Invite a representative from a women’s shelter, crisis centre, university gender issues department, the We Can Campaign, the White Ribbon Campaign, a teacher or school board representative experienced in gender issues to speak to your team, school, or community.

Blog-a-Thon: Use social media for social good! Hosting a blog-a-thon is a great way to engage the social media savvy and reach out to a large number of people on the topic of violence against women and girls. Blogging is also a great way to invite people to learn more about this topic in a non-threatening environment, and to create a forum for challenging the things that contribute to the problem.

Film Screening: Host a lunch-hour (alternatively weekend or after-school) screening of a film that highlights issues relating to violence against women and girls. Films should be followed by a discussion either hosted by a youth facilitator or your adult mentor.
Creating a Visual Impact

Below are activities that offer visual or artistic elements in order to draw people into your cause by using eye-catching and creative displays. Sometimes a powerful visual can be just the thing to help people understand how important this issue is.

Handprints against Violence: In the cafeteria at lunchtime or at a community centre, post a large sheet of paper (or alternatively, canvas material) with paint trays. Title the paper, “These hands will never be used in violence.” Encourage all those who pass by to handprint the poster. Another interactive, visual idea is to create a graffiti wall by mounting a large poster, asking a question and having onlookers use colored markers to draw or write a response. The question you ask is up to you, talk to your adult mentor about potential ideas.

The Power of Posters: Create a poster or work of art that depicts the following:
- One societal step that will help end violence against women and girls;
- Imagine what our world will look like when there is no more violence against women and girls;
- Imagine a world free of violence;
- Imagine a world of healthy equal relationships

Colored Shirt Day: Designate a day when everyone should all wear a certain colour of shirt, to involve others in a collective movement to build awareness.

Play, Skit or Rap: If you are interested in drama or music, put together a play, skit or rap that addresses the issue of violence against women and girls.

Shoe Memorial: Collect women’s shoes over a period of time and organize a memorial to remember women who have died as a result of violence. The shoes will represent the women who have been victims and offer a great visual to attract media attention.

Candlelight Vigil: Organize a public gathering of people to commemorate those women or girls who have lost their lives or experienced violence.
**Educating the Masses**

*The activity below is focused on reaching out and creating a presence in your school or community. All of activities in this toolkit are focused on awareness because planting the idea of preventing violence against women and girls and giving your team a public face helps to raise the importance of this issue for the others. It also helps to create a space where the attitudes and beliefs that condone violence can be challenged and changed.*

**Tables to Get Noticed:** “Tabling” is a great way to get information out and to open up a dialogue with people about this issue. Set up an information table complete with handouts including We Can materials and other items that you can distribute in order to raise awareness about violence against women and girls. Talk about the We Can BC campaign and draw attention to the great work your group is doing.

**Supporting Local Organizations**

*The organizations that are already working to support women and girls in your community are a valuable resource for you. We recommend partnering with a local organization so that you can both support each other’s excellent work! Below are a few ideas of activities that you could either hold together or run with your team in order to support a community organization focused on women and girls. These activities either have the potential to raise money, or to bring awareness and education about the services that this organization offers.*

**Bake Sale/Warm Welcomes:** Prepare goods to be sold at lunch. Alternatively, local businesses might be willing to donate supplies for you to sell such as hot chocolate and donuts.

**Co-ed Recreational Activities:** Host lunch-hour recreational games that encourage participation rather than competition (beach ball, volleyball, badminton and/or basketball work well but there are many choices). Teams should be mixed male female. Follow this activity with a discussion of gender stereotypes, particularly in sport. Why are boys and girls separated in this way? Can this separation be justified, or is it entirely socially constructed?
What are the community needs?
Activity #1: Conducting a Needs Assessment Survey

Conduct a survey with as many groups of youth as possible in order to gain more information about how violence against women and girls impacts your community. The feedback you receive from this activity will help you and your team to set goals, choose the topics that you are the most passionate about and plan the remainder of your activities!

Your Activity

This will be the very first activity that your team will organize. It will teach you about how much those around you understand, think about and are affected by violence against women and girls. It is important for you to understand the specific ways that your school or community experiences this issue in order for you to decide how your team would like to specifically address it. The survey in this activity can be followed by an optional focus group discussion, depending on the time you have and your comfort level in leading an open dialogue about these issues. Due to depth of the questions in the survey and its length, it is best to hand it out in a setting where participants have ample time and feel comfortable to complete it well. The questions in this survey require a fair amount of reflection and thought so while it can be filled out at a table in a hallway, for best results ask for a few minutes at the beginning of class or allow people to take it home and return it to you.

Activity Preparation

1. Complete the Survey with Your Teams
   - During one of your team meetings, begin by asking each member of your team to fill out the survey. It is important that everyone fill it out so that when they are asking others to complete it, they have an idea of what this feels like!
   - Follow this by distributing the “Youth-Led Needs Assessment Guide” which you will find in this toolkit, to each of your team members. Ask everyone to read through it and have a brief discussion about any ideas or questions anyone might have.
   - Read in particular the “What if I get asked…” section which should help you to confidently lead this activity with other youth.
   - Any questions that you are unable to answer can be brought to your adult mentor or forwarded to the Youth Against Violence project team- we are happy to help any way we can! Our contact information can be found in the Team Management section.
   - In addition, you can watch a training video included in the CD provided with this toolkit.

Difficulty Level:

This event is one of the easiest to organize as it can be done virtually in any school or community setting, with any number of participants (although the more the better!). You may need to answer a few questions about the survey itself, but other than that it requires very little background knowledge.
2. Brainstorm
   • With your team, create a list of possible ways to distribute this survey, keeping in mind that it is meant for youth from Grade 6 to Grade 12. Perhaps a few of your team members know a teacher that might be willing to let you have about 10 minutes at the beginning of their class to do this, or maybe one of you is a member of an existing youth group in the community that could fill it out.
   • Come up with a list, decide which ones to choose and who from your team will conduct the survey.
   • If your team members are interested in leading a focus group discussion with the group after they have distributed the survey, make sure that there is someone (a teacher, another team member) who can take notes of the main points of your discussion.

3. Set Goals
   • Based on this brainstormed list, come up with a goal with your team for how many completed surveys you are aiming for, by a certain deadline.
   • Remember, the more surveys you have, the better informed you will be when planning activities that will bring enhanced awareness in your community. Set a goal that is reasonable for any time limitations among your team.

4. Prepare
   • Gather the necessary supplies ahead of time.
   • Photocopy the correct amount of surveys, with a few extra copies in case there are extra participants or someone makes a mistake. You will find a survey for you to make copies of at the end of this activity.
   • Make sure you have more than enough pens (or pencils) for each participant and you may wish to bring along some We Can or Youth Against Violence materials in order to give people an idea of what their responses will be used for.

The Activity

1. Distribute
   • Hand out the surveys to the youth that have agreed to complete it, or set up your table in the hall (refer to Activity #11: Tabling to Get Noticed for tips on how to organize this).

2. Acknowledge and Explain
   • Do your best to create an environment in which participants feel comfortable to complete their survey. This means thanking them for agreeing to help you and your team before they begin, and thanking them again for their time.
   • Explain to everyone that this needs assessment is meant to help you and your team to understand how violence against women and girls affects your community.
   • Let them know that their responses will be kept private, only to be read by your team and possibly the YAV project team. Assure them that there is no need to include their names on the survey form, because their responses will never need to be tracked back to them and ask them to answer as honestly as possible.
• Explain to participants that their responses will help you and your team to plan activities that youth can participate in!

3. Stay Organized
• Once everyone has completed their forms, make sure that you have collected all of them, and put them into a safe place (a large envelope works best).
• Having a direct place for them is a way of assuring participants that you are making the effort to keep their responses private, while ensuring that you do not lose any of their valuable surveys!

4. Record
• Keep a record of how many surveys you distributed, the date and time, and the location of this particular activity. It is a good practice to keep all of this information in your team records, in the event that you need to use it in the future.
• Do not depend on your memory to know when and where you distributed these surveys.

5. Thank
• Give thanks to anyone that gave you permission to distribute the survey (for example, the teacher that gave up their valuable class time!), and especially do not forget to thank the participants for their time as well.

Activity Follow-Up

1. Collect and Store
• Make sure that you collect all of the surveys, pens/pencils and extra materials and that the space you have used looks the way you found it.
• Ensure that your team has a safe and secure place to store the completed surveys -in the hands of your adult sponsor might be best.

2. Review and Record
• Depending on how many completed surveys your team has, allocate a team meeting for reviewing the responses and making note of any repeating themes. If you have a very large team, it might make more sense to have one or two people go through all the surveys separately, and present the results to the group during this meeting.
• Using the information you have now gained, you can look through the activities and resources in this toolkit to decide which ones are a good fit for both your community and your team!

3. Debrief and Discuss
• During your next team meeting, discuss how this activity went. What was the general reaction of participants to the survey? Did anyone have issues filling it in? How did members of your team feel giving this survey out to others? As this is the first activity you will be planning, the information you learn from this discussion will be very helpful in planning future events. Use the Activity Evaluation Discussion Form to help guide your debrief.
Activity #1: Conducting a Needs Assessment Survey Checklist

Activity Preparation

- Devote one of your team meetings to have each team member complete the survey.
- Brainstorm with your team a list of opportunities to distribute the survey.
- Based on this list, come up with a goal or set of goals for your team that will guide this activity.
- Prepare the necessary supplies that each team member who is conducting this survey will need.

The Activity

- Distribute the survey.
- Create a positive and comfortable environment.
- Explain to participants what the survey is being used for and ensure that their responses will be kept private.
- Keep everything organized while conducting the survey.
- Keep a record of the number of surveys distributed, the number of participants, the date and time of each session.
- Thank everyone involved for their time, effort and honesty.

Activity Follow-up

- Ensure that all of the surveys and supplies have been collected and that the space you have used is left the way you found it.
- Set out a team meeting to discuss the results, how to move forward and what your team thought about how this activity went, using the Activity Evaluation Discussion Form.
Activity #2: Guest Speaker Presentation

Invite a representative from a women’s shelter, crisis centre, university gender issues department, the We Can Campaign, a teacher or school board representative experienced in gender issues to speak to your team, school, or community.

Your Activity

This event could be done on a relatively small scale, by having a guest speaker do a talk for your team and perhaps by inviting other interested youth to join you. It could be a good way to introduce the topic of violence against women and girls, and might work well as one of the first activities your team holds. For those who are more ambitious, a school wide gathering could be organized (during an assembly, for example) during which the speaker would address a much larger group.

Activity Preparation

1. Design
   • Decide if there is any specific topic that you would like a guest speaker to speak on, (for example, women and girls in the media, bullying over Facebook, or sexual harassment, among many others (check the Knowing It section for more details)) or if you would rather a more general talk about violence against women and girls in your community.

2. Organize
   • Choose a date that makes the most sense for you and your group.
   • An event featuring a guest speaker can be planned at any time throughout the year, but it might make the most sense for you and your team to choose to organize your event for the 16 Days of Action, International Women’s Day or Prevention of Violence Week.

3. Set Goals
   • Create a goal or set of goals for you and your team to reach in holding this event.
   • Examples of goals could be setting a number of audience members you will try to attract, signing up a certain number of We Can Change Makers, recruiting members for your team or simply talking to a certain number of people about violence against women and girls.
   • Discuss with your team what goals make the most sense to you and make a plan for how you hope to achieve them through this activity.
   • Goals are important to keep in mind when planning an event because they allow you to reflect back on whether or not your event was successful.

Difficulty Level:

This event might work best for those Comfortable with event planning, as it involves searching within your community for a relevant speaker, and doing some pre-event planning to ensure that people show up to fill the audience!
4. **Research**
   - Once you have chosen a topic of interest and have your goals in mind, begin research around where you might look for someone who could address this topic.
   - Talk to your adult mentor and to any others who might have ideas about people or organizations that you could ask to do this.

5. **Communicate**
   - Contact the speaker(s) you have chosen either by phone, email, or by sending them the letter. A sample letter has been included.
   - Choose whichever way makes the most sense to you, but make sure that you provide the correct contact information and a way that the speaker can respond to you.
   - Find out from the speaker what they will require in terms of equipment, sound and/or space and find out if they are comfortable with answering audience questions once they have finished their talk.

6. **Promote**
   - Depending on the size of your event, you will need to promote it accordingly.
   - This can be done either within your group, to interested youth in your community, around your school, or any other way that you think is appropriate to get the attention of those you would like to attend your event.
   - A few ideas are making announcements through your schools' morning broadcasts, school website, by poster or distributing flyers.

7. **Plan**
   - Map out the logistics of your event.
   - Do you need special AV equipment to ensure that the speaker can be heard? Do you want refreshments for the audience members? If so, these details need to be planned and confirmed ahead of time.
   - Ensure that you have photocopied plenty of Activity Evaluation Forms and any other materials that you would like people to take home.

---

**The Activity**

1. **Introduce**
   - Make sure that someone introduces the speaker to the audience, using an introduction that the speaker is comfortable with. For example, sometimes a professor prefers to be called Doctor before her/his name when she/he is being introduced.
   - During this introduction is also a good time to remind audience members to turn off their cellphones.
2. **Listen**
   - During her/his talk, try to focus on the speaker as much as possible.
   - As a key organizer, attendees will be looking to you during the event and it is important that you model good audience behavior by actively listening.

3. **Engage**
   - Make sure that you or other organizers can help lead a question and answer period, if the speaker has agreed to hold one.
   - This is often a powerful component to a speaking event, but be warned that sometimes audience questions can take a large amount of time if no one is there to “reign them in”. It might be a good idea to delegate someone to do this, and perhaps your adult mentor can help.
   - Make sure that you or other organizers remember to publicly thank the speaker after the talk is completed, while she/he is still at the front of the room.
   - Ask the audience members to fill out an Activity Evaluation Form and to turn it in before they leave.
   - Explain how important the evaluation is to this project and thank them in advance for completing the form.

**Activity Follow-Up**

1. **Clean-up**
   - Take down any posters or event supplies that you used during your event and ensure that the event space is clean and looking the way you found it.

2. **Thank**
   - Make sure that you formally thank anyone that helped you to organize your event, including your speaker. This could be janitors, custodians, teachers, community center staff, or anyone who helped make your event a success.
   - A thank-you letter or card is always a nice (and old fashioned!) way to do this, and will help to ensure that the next time you plan an event, you have built solid relationships with those in a position to help you.

3. **Debrief**
   - Discuss with your club how you think that the event went, and complete an Activity Evaluation Discussion Form.
   - Was there anything that can be improved upon next time and is there anyone you forgot to thank?
   - This is a great opportunity to tie up any loose ends and talk about whether or not this could be a repeat event for next year.
   - Review the comments made by the participants on the Activity Evaluation Forms with your team to see what they thought of this activity.
Activity #2: Guest Speaker Presentation Checklist

Activity Preparation

☐ Choose a topic for the speaker to address.
☐ Confirm the date with your school.
☐ Set goals with your team to guide your planning process.
☐ Research a topic of interest and select a speaker with the help of your adult mentor.
☐ Contact and confirm a speaker for the date and time you wish to hold the event.
☐ Ask the speaker what equipment (sound or projection equipment) she/he needs for her/his presentation.
☐ Promote and advertise your event so that those you would like to attend are aware that it is going on and excited about it!
☐ Ensure that you have the equipment (tables and chairs) for your event and that the space is adequate for the event.
☐ Order or prepare food if this is something you want to include and ensure that you are well supplied with Activity Evaluation Forms and handouts/materials.

The Activity

☐ Correctly introduce the event and the speaker.
☐ Model good audience behavior.
☐ If you have a question and answer period, ensure that as many voices as possible are heard, and that each question and response is within a reasonable time frame.
☐ Thank the speaker publicly for spending their valuable time speaking to your group.
☐ Ask the participants to fill out the Activity Evaluation Form before they leave. Be sure to collect the forms at the door.

Activity Follow-up

☐ Take down any posters and clean up event space (leave it as you found it!).
☐ Send thank-you’s to everyone that helped make your event a success.
☐ Debrief with your team and complete the Activity Evaluation Discussion Form.
Activity #3: Blog-A-Thon

Use social media for social good! Hosting a Blog-a-Thon is a great way to engage the social media savvy and reach out to a large number of people on the topic of violence against women and girls. Blogging is also a great way to invite people to learn more about this topic in a non-threatening environment, and to create a forum for challenging the things that contribute to the problem.

Your Activity

Set up a blog and ask youth in your school or community to contribute to it every day during a specific time period. The more interactive these blogs can be, the better, as they open up a space for other youth to share stories and discuss how violence against women and girls impacts them. This activity works really well during the 16 Days of Activism to End Gender Based Violence, November 25th – December 10th, or as a lead up to other activities that you have planned during this time.

Activity Preparation

1. Design
   - If you don’t already have one for your team, choose a free blogging website and create an account. There are many out there, but a few examples of these are www.Blogger.com, www.WordPress.com and www.LiveJournal.com. These websites are very user friendly and you or someone in your team should find it fairly easy to use one to get you started.
   - Choose a focus or a theme for your Blog-A-Thon.
   - Depending on how difficult it is to post on your blog, and how familiar you think youth are with blogging, you may want to write a few instructions to help others through this process. It can be quite important to include sample material of what to post or blog about and what is or is not appropriate.
   - If you want to focus on a particular topic, make sure to specify that. These instructions can be posted to the homepage of your blog site, or featured in the promotional material of this activity.

2. Organize
   - Choose the dates that work best for your team and are appropriate times to run this activity.
   - This activity can be used during the 16 Days of Activism to End Gender Based Violence or Prevention of Violence Against Women Week, as a way for youth to get involved in a fairly easy way. It can also be used by members of your team to blog – and promote – activities you are planning during this time, or to tell everyone about the great activities that took place.
   - Blogging during the time leading up to the 16 Days can be done to build the excitement for this period of mass-mobilization and activity!

Difficulty Level:

This event is fairly low maintenance and the main responsibility involved is maintaining an appropriate and respectful atmosphere on the blog itself. This can be a fantastic activity to involve many people and allow them to interact with each other!
3. **Set Goals**
   - With your team, create goals that will help guide you through the planning of your Blog-a-Thon.
   - Are there a certain number of blog posts that you hope to receive? Are there a certain number of people that you would like to see sign up as We Can Change Makers? Or a certain number of new members you would like to recruit to your team?
   - Determining your goals for this activity will give you something to strive for, but will also help you to measure your success at the end of your Blog-a-Thon.

4. **Promote**
   - Advertise and promote your Blog-A-Thon. This can be done through the school newsletter or announcements, via social media (Facebook event page), school and local newspapers, or any other way that will spread the word to those that you are hoping will contribute to your blog.
   - Twitter is also a great tool to use during the promotion of your Blog-A-Thon. You can create a new group account, or use your team members personal Twitter to promote the event (assuming everyone is comfortable with this and already “tweets”). Make sure to use hash tags so people can search this event (for example, #nameofevent – see the Twitter HELP tab for more information on hash tags).

5. **Delegate**
   - Designate moderators for your blog. This means deciding who from your team will be responsible for making sure that what is being posted is appropriate and sensitive to everyone involved. Keep your blog posts sexism/racism/homophobia free! As we are dealing with sometimes difficult material, it is important to keep in mind that some comments may be perceived as offensive to others.
   - While it should be every team member’s responsibility to keep active on the blog, make sure to appoint several people to check on the blog and the comments it is generating every day (ideally several times a day among these people).
   - If content gets posted and you are unsure about whether or not it is offensive, contact your adult mentor and run it by them.

---

**The Activity**

1. **Keep Watch**
   - Make sure the moderators of the blog are checking the site diligently and removing content that is listed as offensive.
   - Ask your adult sponsor about the content that might be questionable.

2. **Promote**
   - Continue with promotion of the Blog-A-Thon throughout the entire period.
   - The more posts you receive, the more people will want to read it and the more attention it will get from being spread virally!
1. Share
   - After your Blog-A-Thon has ended, share all of the posts and comments with your school and any organizations that your team may be partnering with.
   - These sorts of interactive events can generate a larger dialogue that can be very useful and the material you gather can be used for future events. The benefits of a Blog-A-Thon do not have to end when this activity does!

2. Thank
   - Make sure that you try and make an effort to thank as many of the contributors to your blog as possible- if not all of them! This activity depends fully on the participation of these people, and it is important to show your appreciation.

3. Debrief
   - Discuss with your club how you think the activity went and complete an Activity Evaluation Discussion Form. It is recommended that the debrief take place on a separate date from your event to allow people to reflect.
   - Ask questions like, how many posts did we get? Did we get a lot of traffic to the site? Were many people commenting on posts? Were the posts and comments respectful? Can this content be used to help plan upcoming activities? Was the time we chose of reasonable length and appropriate for this activity?
Activity #3: Blog-A-Thon Checklist

Activity Preparation:
- Set up a blog, choose a focus and create an instruction guide if necessary.
- Select the most appropriate dates for this activity.
- Set the goals with your team that will guide the planning of this activity.
- Designate moderators for your Blog-A-Thon to regularly check up on the content that is being posted, involving your adult mentor as necessary.

The Activity:
- Check in with moderators to make sure that they are reviewing the blog regularly.
- Continue promoting the Blog-A-Thon throughout the dates that it is running.

Activity Follow-up:
- Keep content and share it among partners and for help to guide future activities.
- Thank anyone who contributed.
- Debrief with your club and complete the Activity Evaluation Discussion Form.
Activity #4: Film Screening

Host a lunch-hour (alternatively weekend or after-school) screening of a film that highlights issues relating to violence against women and girls. Films should be followed by a discussion either hosted by a youth facilitator or your adult mentor.

Your Activity

A film screening is a great way to bring attention to the issue of violence against women, as it can appeal to a wide variety of individuals. Using a medium such as film can help provide a safer space to discuss often difficult issues, as it gives participants an entry point with which to begin this discussion. This activity can be done by showing just one film, or if this is something you are very ambitious about, you can expand this idea by featuring a few films over several days (as in a festival). This event could be held anywhere from a classroom, a community center gym, and/or school auditorium depending on how large of an audience you are planning to invite. Film screenings can also include speakers, a panel discussion or a “coffee house-style” discussion circle relating to topic(s) presented in the film after it has been viewed.

Activity Preparation

1. Design
   - Clearly define the target audience that you wish to reach.
   - Would you like to involve youth specifically, or open it up to the broader community? This will help you to decide how large of a venue you will require, how you will advertise as well as what film to select. Are you hoping to fill an auditorium or simply ten seats in a classroom?
   - Choose a film with your team that focuses on an issue that you would like to highlight.
   - Perhaps this is a topic that you have noticed recurring in your community and would like to address, or maybe it is just something that your team would like to learn more about. Two great options to find videos on a variety of topics are: www.wmm.org (search the catalogue for violence against women and girls) and www.mediaed.org (click on the Gender tab). Your local library can also have some good videos to use.

Difficulty Level:

This event can be done on either a small or large scale. It really is what you and your team make of it and does not have to be overly complicated. If you have little to no event planning experience, we recommend keeping it on the smaller scale, but for those of you who are more ambitious, there are tons of opportunities to elaborate on the ideas we have presented!
2. **Set Goals**
   - Create a goal or set of goals for you and your team to reach in holding this event.
   - Examples of goals could be to set an audience number target, to sign-on a certain number of We Can Change Makers or to talk to a certain number of people about violence against women and girls.
   - If you would like to recruit more team members, consider making this your goal!
   - Discuss with your team what goals make the most sense to you depending on what you hope to accomplish, and figure out how you can use this activity to achieve them.
   - Goals are important to keep in mind when planning an event because they allow you to reflect back on whether or not your event was successful.

3. **Organize**
   - Choose a date that makes the most sense for you and your team. A film screening can be planned at any time throughout the year.
   - Decide on a venue. There are many suitable venues capable of hosting a screening event, such as university campuses, community centres, local schools, and other community spaces.
   - You may also consider approaching a local cinema or theatre! Such establishments may be willing to host your screening event at a reasonable price, especially on an off night.
   - If you do plan to host it at a cinema, you must budget for possible costs associated and consider charging a small entrance fee to cover expenses.
   - Your choice of venue will have everything to do with your chosen target audience and the total number of people you are hoping will attend.
   - If you are including refreshments, ensure that these are purchased or made prior to the event date.
   - If you would like to include a guest speaker for this activity to elaborate on the themes featured in the film, refer to Activity #2: Guest Speaker Presentation for tips about how to organize this.

4. **Equip and Supply**
   - Consider the setup and equipment needs or personnel that your film screening will require.
   - Does the venue have all the sound/film equipment you need to screen the film? Will you have to bring in additional equipment (a microphone, podium, or speakers, as a few examples)? These are things to consider that must be planned for ahead of time.
   - If you plan on having a display table with We Can campaign materials (highly recommended), make sure this is set up before people arrive and ensure someone is always at the table to answer questions. For tips on display tables refer to Activity #11: Tabling to Get Noticed.

5. **Promote**
   - Begin promoting the Film Screening in a way that will attract your target audience!
   - Make sure you begin advertising early, usually around three weeks before the date works well.
   - Preparation for advertising can include finding out who can make a poster and compiling a list of media contacts and groups/organizations that would like to receive information about this screening among other ideas.
Once you have all the concrete details confirmed, create a poster/flyer, online event pages such as Facebook and a letter to send to individuals/organizations that you wish to invite. If organized through your school, the morning announcements and school newsletter are other great ways of promoting this screening.

6. Delegate
   • Make sure that you have someone to emcee the event.
   • This person would be in charge of welcoming everyone, introducing the speaker (if applicable) as well as announcing the film title.
   • This is also a great opportunity to briefly describe your Youth Against Violence team as their host for the evening, and to potentially highlight some of the upcoming things your team is working on.

The Activity

1. Set-up
   • Make sure that you give yourself enough time before the screening date to set up the film and ensure that all the equipment is functioning properly.
   • Appoint a few people to be in charge of diming the lights when the film starts, to ensure the equipment runs smoothly without technical difficulties and to be opening the door for any latecomers.

2. Engage
   • Make sure that the emcee has remembered to publicly thank the audience, the speaker (if there was one) and anyone else who helped for spending their valuable time at your event.
   • Ask the audience members to fill out an Activity Evaluation Form and to turn it in before they leave. Explain how important the evaluation is to this project and thank them in advance for completing the form.

Activity Follow-Up

1. Clean-up
   • Leave the facilities clean and looking the way you found them.
   • Allocate a few helpers for this job who are available to stay after the screening.
   • Ensure that all posters are taken down and that all event equipment is returned.

2. Thank
   • Make sure that you formally thank everyone that helped you to organize your screening, including your speaker.
   • This could be janitors, custodians, teachers, community group’s staff or anyone else whose support was offered in order to carry out this screening.
   • This could be done with a thank-you letter or email, a card, or a public mention at the screening.
• Remembering to thank people is an extremely important and valuable piece of planning, and should not be forgotten!

3. Debrief
• Discuss with your team about the success of your screening and complete an Activity Evaluation Discussion Question Form.
• It is recommended that the debrief take place on a separate date from your event to allow people to reflect.
• This is a great opportunity to tie up any loose ends and talk about whether or not this could be a repeat event for next year with a different film.
• Review the comments made by the participants on the Activity Evaluation Forms to see what they thought of this activity.
Activity #4: Film Screening Checklist

Activity Preparation

- Define your target audience.
- Select a film.
- Create a goal or set of expectations for your screening.
- Choose a date.
- Decide on a venue and book the space.
- Plan for refreshments and a display table if you have chosen to include these.
- Complete the necessary steps in order to book a Guest Speaker, if you are inviting one (as outlined in Activity #1).
- Request any necessary equipment and ensure you have everything necessary to run your activity.
- Promote and advertise your screening, as appropriate.
- Delegate an emcee to introduce the film and run the screening.

The Activity

- Set up the equipment and film and ensure that everything is running smoothly.
- Appoint people to be in charge of lights, equipment, greeting, and any other necessary tasks.
- Ensure that the emcee thanks the audience, speaker and any volunteers for attending and/or helping out.
- Ask the participants to fill out the Activity Evaluation Form before they leave. Be sure to collect the forms at the door.

Activity Follow-up

- Take down any posters and clean up event space (leave it as you found it!).
- Send thank-you’s to everyone that helped make your event a success.
- Debrief with your team and complete the Activity Evaluation Discussion Question Form.
Activity #5: Handprints Against Violence

In the cafeteria at lunchtime or at a community centre, post a large sheet of paper (or alternatively, canvas material) with paint trays. Title the paper, “These hands will never be used in violence.” Encourage all those who pass by to handprint the poster. Another interactive, visual idea is to create a graffiti wall by mounting a large poster, asking a question and having onlookers use colored markers to draw or write a response. The question you ask is up to you, talk to your adult mentor about potential ideas.

**Your Activity**

This activity is fairly easy to plan and can create a very effective visual statement. It is unique because it offers onlookers the opportunity to interact by putting their handprint on the poster or by formulating a response to the question.

**Activity Preparation**

1. **Organize**
   - Choose a date that makes the most sense for you and your team. Handprints Against Violence can be planned during the 16 Days of Activism, International Women’s Day, the Prevention of Violence Against Women week, or at any other time you choose.
   - Choose and confirm a location. A school cafeteria or community centre space are great places to host this activity. Any high-traffic area where those passing by will have a few moments to spare is ideal.
   - Make sure to get permission to use the space and complete any necessary requirements.

2. **Supply**
   - Decide upon the poster materials that you will be using and how you will get these items.
   - Paper and/or canvas, and non-toxic paint are best.
   - If you are choosing to prepare your posters by writing the “question” or title on them beforehand, make sure this is part of your planning as well.
   - You may be able to get your schools art department or local arts and crafts stores to donate these supplies.
3. **Set Goals**
   - Set a goal or list of goals with your team to give you something to strive for with this event. Are you hoping to sign up a certain number of Change Makers or recruit a few new members to your team? Do you have a target number of handprints you would like to see on your poster, or comments posted on your graffiti wall?
   - Determine your goals for this activity based on what is important to your team.

4. **Promote**
   - Advertise what you are doing to the people that you are expecting to be in the location you have chosen on your activity date. While this activity does not require too much promotion, it is still advisable to give the public a clue as to where and when you will be setting up so that they can make a mental note to stop by and participate.
   - Advertise in your school or community announcements on the day of your activity.

5. **Staff**
   - Ensure that you have enough volunteers to run this activity successfully. If you are planning on setting up all day, have a few volunteers at a time for shifts of a few hours long.
   - Make sure that every member of your team participates at some point throughout the day as well!
   - It is a good idea to combine this event with a display table of your team’s activities, We Can handouts and materials and any other resources to do with violence against women and girls that you think would be appropriate to include. See Activity #11: Tabling to Get Noticed for tips on how to organize your table.

**The Activity**

1. **Display**
   - Make sure the poster is easily visible, in a high-traffic area and that the basic material is clearly displayed on the table.
   - Ensure that you take precautions for the paint supplies. If you are doing this event indoors, lay a plastic sheet under the paint to ensure a fast clean-up!

2. **Engage**
   - With this event, you may have to encourage people to participate.
   - Make sure that you and your volunteers are actively participating yourselves, and are keeping a warm and inviting disposition so that passers-by feel comfortable approaching you.

3. **Record**
   - Keep a record of how many people participated – this may be difficult to do after the activity as sometimes there are too many handprints or graffiti comments to properly count!
   - Take a picture of your activity in progress but make sure to get the photo permission form signed by each person in the photograph.
Activity Follow-Up

1. Clean-Up
   • Leave the space you have used clean and looking the way you found it.
   • Ensure that the poster is taken down and that all campaign materials are packed up and returned.
   • Take particular care to clean up any paint that may have spilled during this activity.

2. Thank
   • Make sure that you formally thank everyone who helped you to organize this activity. This could be janitors, custodians, teachers, community centre staff – anyone that helped make your event a success.
   • Especially thank your team members and/or volunteers that helped during the event itself.

3. Debrief
   • Debrief with your club how you think the event went and complete an Activity Evaluation Discussion Form.
   • It is recommended that the debrief take place on a separate date from your event to allow people time to reflect.
   • Ask questions like, did many people stop and place their handprints on the poster or ask questions? Was there a good reaction from those who participated? Also, consider if the location and chosen supplies were appropriate for this activity.
   • Discuss ideas that will make the activity better if it is repeated in the future.

4. Send-off
   • Send photos and photo permission forms to the project staff so we can post them on the We Can BC website.
Activity #5: Handprints Against Violence Checklist

Activity Preparation

☐ Select an appropriate date with your team.
☐ Determine a location and get the necessary permission in order to book it.
☐ Collect the materials necessary to run this activity including poster supplies and materials for your display table.
☐ Come up with the goals that you and your team hope to accomplish with this activity.
☐ Promote the activity as necessary, to tell those in the area what you are planning.
☐ Ensure you have enough volunteers, split into shifts over the course of the activity.

The Activity

☐ Make sure the poster is visible to passers-by.
☐ Take precautions with the paint and other supplies that may make a mess.
☐ Encourage participation with positive body language and an outgoing attitude!
☐ Keep a record of how many people participated.
☐ Take a photo of your poster or someone actually making the handprint.
☐ Make sure that the people in any photo have signed a Photo Permission Form.

Activity Follow-up

☐ Take down the poster and clean up event space, making sure that it looks exactly the way you found it.
☐ Send thank-you’s to all who helped you to organize and/or run this activity.
☐ Debrief with your club and complete the Activity Evaluation Discussion Form.
☐ Send photos to project staff along with the photo permission forms for each person in the photo so that the photos can be posted to the We Can BC website.
Activity #6: The Power of Posters

Create a poster or work of art that depicts the following:

- One societal step that will help end violence against women and girls;
- Imagine what our world will look like when there is no more violence against women and girls;
- Imagine a world free of violence;
- Imagine a world of healthy equal relationships.

Your Activity

This activity could be done in collaboration with an art class, another youth group, among just your team, or by holding a school/community-wide contest for prizes. A Poster Challenge could work well as one of the first activities your team holds, as it gets people thinking about violence against women and girls from a positive, action-oriented perspective.

Activity Preparation

1. Design
   - Decide with your team who you would like to involve in this challenge.
   - Decide if you would like it as a contest or simply a creative activity to get people thinking about the issue in new ways.
   - Think about what groups might be interested in taking on this activity such as art classes, community centre youth groups or your whole school.
   - Once you have identified who you would like to involve, take the necessary steps to contact them and bring them on board.

2. Organize
   - Communicate with the group you are collaborating with to organize the details behind this effort.
   - Determine how you would like the final product to be displayed, which topic(s) to portray with the posters, and a reasonable deadline for submission.
   - Gather the art supplies (paint, poster board, felt markers) that will be used.

Difficulty Level:

This activity has a lot of flexibility- it really is up to you to plan it as you please! Since the majority of the work is put on the participants, once you determine who these will be and how your team wants to organize this Poster Challenge the activity itself is relatively simple.
3. **Set Goals**
   - Come up with a set of goals with your team that will help guide the planning of this activity. If you are having a contest, what is your target number of submissions? Is there a number of people you would like to see involved or is one of your goals to recruit members to your team or sign up Change Makers at the same time?
   - Determining what you would like to accomplish will help you to plan and give you an idea of the activity’s success once it has been completed.

4. **Promote**
   - Promote and advertise your activity with the goal of receiving as many submissions as possible.
   - If you are holding the Poster Challenge among a small group, you may still wish to promote the finished products publicly so that others may see the creative works that have come out of this activity!

5. **Present**
   - Decide if there will be a presentation component to your poster challenge and how you would like participants to show off their creations.
   - Determine how much time you will have to present and how you would like to do this.
   - If you are including a presentation component, ensure you have enough time for each participant to share the inspiration behind their work and describe their poster.

**The Activity**

1. **Display**
   - If you are displaying the posters in a public place, ensure that you have indicated clearly a) the group responsible for the creations, b) the purpose of the poster challenge and c) the name of your team and a short description of the work you do.
   - Use either with signs, or set up a display table and talk to people. For tips on how to organize this, refer to Activity #11: Tabling to Get Noticed.

2. **Acknowledge**
   - As you receive submissions, ensure that you are being respectful and grateful to the artist as it can take a lot of courage for some people to express themselves in this way and be open to displaying their work to others on top of that!
   - Be careful to ensure that every artist receives the proper acknowledgement and credit for their work.
Activity Follow-Up

1. Clean-up
   • Ensure that you have taken down any remains of your Poster Challenge after the allotted time.
   • Leave the space as you found it.

2. Thank Participants
   • Remember to thank all Poster Challenge participants, any teachers or staff that supported you or gave you permission to hold this activity, and anyone else that helped you to put this on.
   • This can be done formally with a letter or note, or through email.

3. Debrief
   • Talk about how you think that this activity went.
   • Complete an Activity Evaluation Discussion Form with your team. Did your team receive the amount of submissions that you set out at the beginning? How did the activity measure up to the goals you and your team came up with? Was there anything that can be improved upon next time and is there anyone you forgot to thank?
   • This is a great opportunity to tie up any loose ends and talk about whether or not this could be a repeat event for next year.
Activity #6: The Power of Posters Checklist

Activity Preparation

☐ Decide with your team, who you would like to get involved and participate in your Poster Challenge.
☐ Organize the details of your Poster Challenge with the group of people you have decided to work with, or among your team.
☐ Come up with a set of goals with your team that will guide you through the planning of this activity.
☐ Promote and advertise your Poster Challenge, as appropriate to how you have decided to hold this activity.
☐ Determine whether or not you would like a poster presentation event and how you would like this done.

The Activity

☐ If you are holding a public display, ensure that you have informed the public of the necessary information to explain this effort.
☐ Ensure that you are taking every effort to be respectful of the artists and their works.

Activity Follow-up

☐ Make sure that you have tidied up any space you have used and left it the way you found it.
☐ Formally thank anyone who supported you or participated in this activity.
☐ Debrief with your club and fill out an Event Evaluation Discussion form.
Activity #7: Coloured Shirt Day

Designate a day when everyone should wear a certain colour of shirt, to involve others in a collective movement to build awareness.

Your Activity

A coloured shirt campaign involves a strong advertising push to encourage others to wear a shirt of a certain color. The purpose of this is to create a visual statement that draws attention to the issue of violence against women and girls, and connects people together in solidarity to work towards preventing it.

Activity Preparation

1. Organize
   - Choose a date that makes the most sense for you and your group.
   - Colored Shirt Day can be planned at any time throughout the year, but it might make the most sense to plan this activity during the 16 Days of Activism to End Gender-Based Violence or during Prevention of Violence Against Women Week.
   - This activity involves a fair amount of promoting work ahead of time, so ensure that you and your team have accounted for this when selecting a date.
   - Sometimes this activity works best after your team has done a fair amount of work throughout the year on bringing awareness and education to this issue. By that time more people already realize the importance of preventing it and are prepared to wear a colored shirt in support.

2. Design
   - Choose a color for your Colored Shirt Day.
   - Keep in mind that the more “common” of the color, the easier it will be for more people to participate. Certain colors like baby pink may exclude men and boys from participating, for example, so try to prevent this by selecting a color that is a fairly common shirt color for many people.
   - You and your team can choose any color for this purpose, but keep in mind the colors that are already designated for other causes – purple for LGBT (Lesbian, Gay, Bisexual, Transgendered) and domestic violence, pink for Breast Cancer, or Bullying.

Difficulty Level:

The bulk of work in this activity is found in the promotion and advertising portion, as it is your job to convince others to make a visual statement together for this cause. The effort you make to build this foundation will pay off when you see a sea of colored shirts on your chosen date, all standing together for such an important reason!
3. Set Goals
   • Discuss with your team any goals for this activity in terms of how many people you would like to participate, and the ways you will accomplish this.
   • While this activity often works best within the school environment, your team may have creative ideas other environments such as a workplace.
   • Come up with a set of goals based on what your team specifically wants to use this activity for, and this will guide you through the planning of it as well as give you an idea of how successful it was upon completion.
   • Try to make sure that at the very least, all members of your team will be wearing the right colored shirt on the selected date to set a good example!

4. Promote
   • Discuss with your team all of the possible ways you can promote this activity. List ways to advertise this day and delegate your team members to take on each item on the list.
   • Make sure that you are informing the public about why they should participate in colored shirt day and why it is important.
   • Explain to the public that if you think that violence against women and girls is an issue worth standing up for, you can wear a colored shirt to show your support for this important cause.
   • Team members can make or print posters, make announcements on the school radio, and write advertisements to put in the school or community newspaper.
   • Create an online event page (Facebook, Twitter) and use any other ways that your team can think of to promote this activity and put this date into everyone’s minds.

5. Display
   • This activity is coupled nicely with a display table, set up in the hallway or cafeteria, staffed by members of your team who are also all dressed in colored shirts.
   • You can ask whoever is doing the morning announcements to encourage anyone that wants more information to visit your table.

6. Supply
   • Prepare your table with handouts, Change Maker forms, team sign-up sheets, pens and any other items you might want to include.
   • Ensure that you have plenty of Photo Release Forms at this table so that you can send all of your fantastic photos to the project team for us to post on the We Can website!
   • This activity is highly photogenic and we encourage you to take and post as many photos as possible (only if you have the right permission to post them publicly, of course).

7. Staff
   • Organize who will be staffing the table from your team and during which time slots beforehand. See Activity #11: Tabling to Get Noticed for more tips around organizing a display table.
### The Activity

1. **Announce**
   - Make an announcement on the date of your activity to acknowledge the colored shirts and to briefly explain why everyone is wearing them.
   - Encourage everyone to visit your team’s table set up in the cafeteria or hallway to have their photo taken and posted on the We Can website!

2. **Engage**
   - Speak to as many people as possible.
   - Make absolutely sure that anyone you take photos of signs a Photo Release form. When you send us your photos to post online, please include the Photo Release Forms as well.

### Activity Follow-Up

1. **Thank**
   - Make sure that you formally thank everyone who helped with this activity. This could be volunteers, teachers, other faculty, school administrators—anyone that helped make your activity a success.
   - It is best to write an email or send a formal letter, but other more creative ways of thanking people can also work really well!

2. **Debrief**
   - Discuss with your team how you think the activity went and complete the Activity Discussion Form (it is recommended that the debrief take place on a separate day from your activity to allow people to reflect).
   - Ask questions like, how many people wore the colored shirt? When you talked to people about it, did they understand why it was important to be creating awareness about violence against women and girls?
   - If there was some confusion as to why people are wearing the shirts, discuss this with your team and brainstorm ways that will clarify this for next time.
Activity #7: Colored Shirt Day Checklist

Activity Preparation

☐ Choose a date for your Colored Shirt Day.
☐ Select a color keeping in mind certain colors already symbolize other causes. Also pick a color that is fairly common so that participants will already have it.
☐ Come up with a set of goals with your team to guide your planning.
☐ Brainstorm all the possible ways to advertise for your Colored Shirt Day and promote it widely.
☐ Organize the details for your display table and refer to Activity #11: Tabling to Get Noticed to ensure you have not forgotten anything.
☐ Ensure that your table is well stocked with all the necessary handouts and materials, including Photo Release Forms which anyone you are taking photos of must sign.
☐ Schedule team members to staff your table throughout the day.

The Activity

☐ Make an announcement in the morning, if possible, to remind people to visit your table.
☐ Ensure that you talk to as many people as possible and that anyone you take photos of signs a Photo Release Form.

Activity Follow-up

☐ Formally thank anyone who helped you organize your Colored Shirt Day.
☐ Debrief with your team and complete the Activity Evaluation Discussion Form.
Activity #8: Play, Skit or Rap

Put together a play, skit or rap that addresses the issue of violence against women and girls.

Your Activity

This event could be done on a small scale, by having a school drama class take this on as a project, or larger by having members of your team composing and performing at your school or community centre. You might decide to create a video privately and post it publicly either on the internet or by holding a Film Screening. The size of this activity, the participation that you are open to receiving and the theme(s) that you choose to highlight are all up to you.

Activity Preparation

1. Research
   - With your team, do some research around the specific topics or themes you would like to address. The resources found in this toolkit and the We Can website (www.WeCanBC.ca) are great places to start.

2. Design
   - Decide with your team how you would like to approach this activity, based on what your interests are and what you think the most important and relevant issues to do with violence against women and girls are in your community.
   - Determine whether you will be doing this activity from within your team, or if you will be approaching other groups to take this on (and who these groups might be).
   - Depending on the strengths of your team (or the team of youth you are working with), decide what kind of performance you would like to create. A play, skit or rap are just a few ideas. Do you have musical capabilities? Could you write and perform a song? Are there actors among you? Your goal should be to capture your audience’s attention in a unique way using the talents of your team!
   - For an example of a rap video created by youth, check out “Would You Want (A Song About Prostitution)” located in the Learn More section of this toolkit.

Difficulty Level:

This event involves you and your team applying maximum creativity in order to address a theme around violence against women and girls. This is no easy task, but once you have created something great it will serve as a powerful tool for you to bring awareness to this issue.
3. Organize
   • Work with either your adult mentor or the teacher of the drama class you might be working with to find out how they think this work could best be used once it has been created. Use this to come up with some deadlines together for working towards this goal. If you are presenting this activity to an audience, set any necessary dates and obtain permission for your chosen venue.
   • Discuss with your team how, specifically, you will be using this work upon its completion and ensure that any adult sponsors or teachers involved in creating it are on board as well.
   • If you would like to bring it to a large or small audience, you will need to organize this accordingly. Refer to Activity #4: Film Screening for some help with how to plan this component.
   • If you are planning to use the internet as a showcase, Activity #3: Blog-a-Thon will help you to do this.

4. Set Goals
   • Once you have communicated with everyone you seek to involve in this project, determine with your team what your goals are for this activity.
   • Is there a certain number of audience members you would like to see on the day of the performance? Is there a number of Change Makers you would like to sign up or team members you would like to recruit?
   • Setting goals for yourself now will help to guide you through the planning process and will give you a way to measure your success after your activity has been completed.

5. Write
   • Using your decided theme and keeping in mind the goals you have set, work with your team (or the group of youth you will be collaborating with) to write the script itself.
   • Try your best to ensure that everyone participating has an equal voice in the creation of your script, or delegate one “script writer” to write the first draft that everyone can read and edit.
   • Try your best to come up with a final product that everyone will be proud of.

6. Promote
   • Depending on the size and goals of your event, you will need to promote it accordingly. This can be done either within your group, with interested youth in your community, around your school, or any other way that you think is appropriate to get the attention of those you would like to attend or view your creation.
   • Use social media and your team’s web presence (Facebook, Twitter, YouTube), posters/flyers, morning announcements, the school or community newsletters and any other ways you can come up with to promote your work. Whether you are simply posting a video you have created on the web, or holding a formal event to perform a skit you have made, it is important that you take action to spread the word!
The Activity

1. Present
   • If you are holding an event to showcase your performance, refer to Activity #4: Film Screening to guide you through this.
   • If you are choosing this option, have your participants complete an evaluation of your activity. Use the Activity Evaluation Form.
   • If you are choosing to publicly post your creation on the internet, refer to Activity #3: Blog-a-Thon for tips on how this can be organized.

2. Acknowledge
   • Ensure that everyone who helped to create or perform the final product has been properly credited.
   • This means including their names in any printed or other promotional materials and announcing it on the evening of the performance if you are choosing to have one.

Activity Follow-Up

1. Thank
   • Make sure that you formally thank everyone that helped you organize this activity, any contributors to the creation of your final product and the performers themselves.
   • This could include janitors, custodians, teachers, community center staff, or anyone who helped make your event a success.

2. Debrief
   • Debrief with your team how you think that the event went, and complete the Activity Evaluation Discussion Form.
   • Questions you could ask are: Did we choose the right theme or focus on the right topic? Is creating something like this an effective way to attract attention to this issue? Was there anything we would do differently next time?
Activity #8: Play, Skit or Rap Checklist

Activity Preparation

- Research a specific topic or theme.
- Design this activity with your team and determine who you will be collaborating with and what kind of performance best suits the group involved.
- Set your dates and deadlines and organize how this work will be used.
- Create a goal or set of expectations for your final work with your team and any other collaborators based on what you hope to accomplish.
- Work with your team or your contributors to write the script itself.
- Promote your creation accordingly.

The Activity

- Present your performance either by holding a live show, or posting your final creation online.
- If you are showing a video, have your participants complete an evaluation of your activity. Use the Activity Evaluation Form.
- Ensure that during the entire process, those who contributed or performed are getting proper credit for their work and proper thanks for all of their help.

Activity Follow-up

- Formally thank everyone that helped to organize your activity.
- Debrief with your club and complete the Activity Evaluation Discussion Form.
- Send in any evaluations to the project staff.
Activity #9: Shoe Memorial

Collect women's shoes over a period of time and organize a memorial to remember women who have died as a result of violence. The shoes will represent the women who have been victims and offer a great visual to attract media attention.

Your Activity

This activity can be done on a small scale, but because the main purpose of this event is to attract attention visually, the larger it is, the more impact you will make. Your aim is to create a shoe display that compels people walking by to find out what is going on, offering an opportunity for you to talk to them and distribute materials. The planning stage of this activity will be fairly extensive as it is your job to coordinate the collecting and storage of shoes as well as the promotion to the public. It is also your job to determine which organization(s) you will be donating the shoes to after the Shoe Memorial has been completed.

Activity Preparation

1. Organize
   - Choose a date that makes the most sense for you and your group. A shoe memorial can be planned at any time throughout the year, but it might make the most sense to plan it during the 16 Days of Activism to End Gender-Based Violence or during Prevention of Violence Against Women Week. The Vancouver Shoe Memorial, for example, is held on December 6th every year as this is the National Day for Remembrance and Action on Violence Against Women, which was specifically created to commemorate the women who died in the Montreal Massacre (for more information, videos and a list of the murdered women, go to http://archives.cbc.ca/society/crime_justice/topics/398/).
   - Check if there are other events already planned in the community for the day that you choose. On December 6, for example, you might find that other groups are holding a candlelight vigil or another type of event. Consider either partnering with them or choosing another date as most likely you will be drawing on the same audience.
   - Plan to allocate a few hours before the chosen time to set up the shoes, and an entire day to have them displayed. This will allow maximum opportunity for people passing by to notice your display and stop by to find out more.
2. Design

- Think creatively about how to present this activity.
- Remember that the success of a Shoe Memorial is dependent upon the visual and emotional impact that it makes, so begin exploring ways that you can enhance this aspect. One way of doing this is to print the names and the dates of women who have died as a result of violence in your community, across BC or across Canada on a memorial wall and make it part of the Shoe Memorial. Make sure to use the information that is publicly available or use the names of the women who died in the Montreal Massacre.
- Check if there are other events already planned in the community for the day that you choose. On December 6, for example, you might find that other groups are holding a candlelight vigil or another type of event. Consider either partnering with them or choosing another date as most likely you will be drawing on the same audience.

3. Set Goals

- Discuss with your team a goal(s) you would like to set to guide your planning process.
- Is there a certain number of shoes you would like to collect, or a certain space you would like filled with shoes? Do you have a goal around the number of people who see your shoe display, or the number of people you talk to on this day? Do you want to use this event to highlight a specific issue or time period?
- Deciding on these goals in advance will help you to determine a venue, a date and how you will approach the community.

4. Brainstorm and Collect

- Discuss with your team the ways for you to collect and store the shoes. This can be done through the family and friends of those on your team, depending on how large you are hoping to make this activity.
- You may need to approach the community or your school for shoe donations if you want to collect a large number.
- If you are using your school as a resource, contact either the principal or individual teachers to request a call to their students for shoe donations. Some other networks to consider approaching would be women’s organizations in your community, nurses unions, NGOs, community groups or workplaces who are committed to ending violence against women and girls, or those who work with them.
- This can be an excellent opportunity to build partnerships with your team and other organizations or groups who are doing similar work!
5. **Plan**
   - Choose a venue that will be realistic for this event, depending on the size or the goals you and your team have made.
   - Contact the venue of your choice, discuss your idea with them and work out any requirements and/or restrictions.
   - Once you have chosen a date and location, determine if you would like to invite an Aboriginal Elder for the opening blessing ceremony and a speaker to address the audience. This can be a good addition to the Shoe Memorial if you want someone to inform attendees about the reasons behind the event. You can also create a handout which you can distribute to anyone passing by.
   - For more tips on including a guest speaker, or staffing an information table, see Activity #2: Guest Speaker Presentation and/or Activity #11: Tabling to Get Noticed.

6. **Promote**
   - Begin to advertise and promote your Shoe Memorial. The way you go about this will depend largely on the goals your team has set for the size of this activity. Depending on this, you may decide to use posters, Facebook and social media, announcements, postings in local bulletins, the media or any combination of these to get the word out. Make sure to invite your friends and family as well!
   - If you are asking for shoe donations from the community, this can also be part of the promotions for the big day.
   - Make sure that you provide correct contact information or your team’s website so that those interested in offering their support can get in touch with you.
   - Decide whether or not you would like to involve or inform the media about your activity. Often, local news stations or newspapers are very interested in what youth are doing to address violence in their community, and would love to help you bring attention to your work and this cause.
   - Most media contacts can be found on their website, and your adult mentor is a great resource when it comes to communicating with them.

7. **Supply**
   - Determine what equipment or supplies you will require for the big day. Prepare any handouts and/or materials that you wish to distribute ahead of time and make sure you have a plan (and available team members) for both displaying the shoes beforehand, and packing them up to a specific location after the activity.
   - Include an Activity Evaluation Form on your table for onlookers to fill out. That way they can provide their feedback on the visual and overall impact that the Shoe Memorial has for drawing attention to violence against women and girls.
   - If you are having an Aboriginal Elder perform the opening blessing, the emcee would also be responsible for thanking him/her and presenting a gift.
   - It is your responsibility to communicate with an organization(s) that is in need of, and willing to accept your donation of shoes once you are finished using them for your display.
   - Transportation of shoes to this location, and the helpers to do this, need to be coordinated in advance of the Shoe Memorial.
8. Staff

• Ensure that you have someone to emcee and/or host for the event. This person would be in charge of welcoming everyone to the event, introducing the speaker if you have chosen to include one and thanking everyone that helped make your event a success.
• Ensure also that you have enough team members available to work in shifts for the entire time you plan on having your Shoe Memorial
• Organize volunteer shifts of 2-4 hours and ask team members and anyone else willing to help to sign up

The Activity

1. Set-up

• Display shoes prior to the beginning of your activity. Depending on the venue, you may be able to do this the evening before. Depending on the weather, you may also want to put the shoes in clear plastic bags so they don’t get damaged by rain or snow. This way, the shoes will be in a better condition when you donate them after the event.
• Ensure that your display table, audio equipment and any other items you are having at the event are set up as well before you have scheduled people to arrive.

2. Staff

• Join your team members in explaining the Shoe Memorial to passers-by and talking to them about your team and/or We Can. Remind onlookers to fill out the Activity Evaluation Form that you will have on your table.
• It is often a good idea to have team members wearing something distinctive so that the public knows who they can approach with questions. It can be a name badge or a We Can button.

Activity Follow-Up

1. Photograph

• Take a few pictures of the set-up after everyone has left. This ensures that you will have photos of your event to send to the project team even if you are unable to take any during the event itself.

2. Clean-up

• Take down any posters or event supplies that you used during your event and ensure that the event space is clean and looking the way you found it.
• Make sure to gather up all the shoes used for display and transport them to the organization that has agreed to accept them. They may only wish to accept items in reasonable condition and depending on the quality of the shoes that were donated, you may need to select shoes that are appropriate to donate.
3. **Thank**
   - Make sure that everyone that helped you to organize your event, including your Elder and speaker, is formally thanked.
   - This could be janitors, custodians, teachers, community centre staff – anyone that helped make your event a success.
   - This should be done at the event itself by your host or emcee, but should also occur after the Shoe Memorial either by email, letter or bulletin posting.

4. **Debrief**
   - Discuss with your team how you think the event went and complete an Activity Evaluation Discussion Form.
   - It is recommended that the debrief take place a few days after the activity to allow people to reflect (but not forget!) important details.
   - Ask questions like, “Was there anything that can be improved upon next time?” or, “Is there anyone who you forgot to thank?”
   - This is a great opportunity to tie up any loose ends and talk about whether or not this could be a repeat event for next year.
**Activity #9: Shoe Memorial Checklist**

**Activity Preparation**

- Select a date, keeping in mind all the preparation time involved.
- Brainstorm ways to make this event as visually impactful as possible.
- Make a goal or set of goals depending on what you and your team hope to accomplish.
- Figure out a plan for collecting, transporting and storing the shoes. Coordinate these activities with the organization of your choice.
- Choose a venue that will allow you to fulfill your activity goals.
- Determine whether you would like to have an Elder, speaker and/or handouts and organize and prepare these if so.
- Decide how you would like to advertise and promote your Shoe Memorial and begin to do so early.
- Decide whether you would like to involve the media and if so, contact them with the help of your adult mentor.
- Determine the equipment, supplies, materials and handouts that you will need to have on the big day and prepare these in advance.
- Decide how to staff your event with team members or volunteers.

**The Activity**

- Set-up shoes and any other necessary items prior to the start of your day.
- Remind the emcee to publicly thank the key people who helped with this activity.
- Join your team members in talking to the public and maintaining positive body language while doing so.
- Collect relevant Activity Evaluation Forms from onlookers and/or audience members.

**Activity Follow-up**

- Take a picture before you take down the shoes. Send your photos to the project staff so that we may post it on the We Can BC website.
- Remove any posters or event supplies from your venue, as well as any promotional materials that you may have posted.
- Ensure that your emcee publicly thanks everyone that was involved in making your event a success and that you formally thank everyone afterwards.
- Debrief with your team and fill out the Activity Evaluation Discussion Form.
Activity #10: Candlelight Vigil

Organize a public gathering of people to commemorate those women or girls who have lost their lives or experienced violence.

**Your Activity**

Choose a public, outdoor space to hold this activity. Typically, a Candlelight Vigil is held during the 16 Days of Activism (November 25- December 10) as this is a designated period of remembrance and action for violence against women. This activity was created to emphasize the importance of not forgetting those that have died as the result of violence. Each person lights a candle, stands together with others and shares a moment of silence in order to bring attention to the issue of violence against women and girls. This activity is meant to bring the community together to publicly state that those who died will not be forgotten. It also acknowledges that this issue affects not only those directly involved, but the community as a whole.

**Activity Preparation**

1. **Organize**
   - Choose a date that you decide is appropriate to hold a Candlelight Vigil. Keep in mind that this is a very sensitive issue for many people and that when setting a date you are trying to ensure maximum attendance and participation. For this reason, this activity is often held during the 16 Days of Activism because this is a period allocated specifically to draw attention to this issue. There may already be groups in your community organizing a candlelight vigil during this time so you may want to collaborate with them instead of organizing the same activity on a different date.
   - Candlelight Vigils are often held to commemorate women/girl(s) that have very recently died, to grieve their loss and to have a public outlet for such a tragedy.
   - Speak to your adult mentor about this very sensitive issue and ensure that a counselor is present if you decide to use a Candlelight Vigil for this purpose.

**Difficulty Level:**

The bulk of work with this activity lies in the organization and promotion of it to the public. Given the sensitive topic that this activity addresses, it may help to get as much adult support as possible.
2. Book
   • Decide upon and book a venue. A public park or outdoor location should be chosen so that it is accessible to anyone in your community who wishes to attend.
   • This activity should be planned outdoors to prevent fire hazards, but also because lighting candles outside creates a visually impactful (and photogenic) display for any onlookers or media that may wish to attend.
   • Once you have chosen an ideal location with your team, go through the necessary steps to gain permission in order to use this space on the day.

3. Set Goals
   • Create a goal or set of goals for you and your team to reach in holding this event. Examples could be a target number of participants (attendees and/or people holding candles), signing up a certain number of Change Makers, or talking to a certain number of people about violence against women and girls.
   • Discuss with your team what goals make the most sense to you depending on what you hope to accomplish and use this activity to help you to achieve them.
   • Goals are important to keep in mind when planning an event because they allow you to reflect back on whether or not your event was successful and/or repeatable.

4. Set Agenda
   • Design your program or agenda for the evening.
   • Typically, this activity will include a speaker and/or emcee to run the program, introduce the issue and explain to everyone the significance of using a Candlelight Vigil to draw attention to violence against women and girls.
   • Refer to Activity #2: Guest Speaker Presentation for tips on how to organize this piece if you choose to include it.
   • Your program should begin with an Aboriginal blessing and include a moment of silence led by your emcee.
   • Depending on the size of your event a small amount of time could also be allocated for participants to share any comments/stories, or their reasons for attending.
   • Keep in mind that holding this activity during the winter means that a short program is absolutely necessary—no one will want to spend any extra time outdoors on a cold evening. Aim for 45 minutes to an hour at the most.

5. Supply and Equip
   • Organize and gather the supplies necessary for the Candlelight Vigil.
   • Get the candles, which should be chosen depending on their ability to retain wax as you want to prevent your participants from burning themselves! Tealights in small glass holders work well, and if the candle sits low in the glass, wind protection is also ensured.
   • It is a nice touch to approach a local company to donate hot chocolate and/or donuts for your event, because as previously mentioned, this helps to alleviate the evening chill.
• Depending on the size of your event you may also need a microphone and lights for the speakers, which depending on the outdoor power sources available, may also require a generator.
• These are all costs that your team will have to anticipate but many of these items can be donated.
• While setting up a full display table may not be ideal, make sure that you have materials on hand to give out to attendees as they are leaving the Vigil.

6. Promote
• Begin promoting and advertising your Candlelight Vigil. This is a very important piece because it is absolutely necessary to ensure that your activity will be well attended.
• Promotion is also important not just for your specific event, but because it helps to send a message that violence against women and girls is being acknowledged as unacceptable in your community.
• This activity can be promoted using posters, announcements and most definitely the media.
• If you are including this event as part of the 16 Days of Activism, make sure to mention this in any promotion or advertising that you do, and make mention also of any speakers, hot chocolate/donuts or any other agenda items that you think would help to bring people to your Candlelight Vigil.
• It can be a tough task to attract people to an event such as this one, but the more people you are able to draw in, the larger of a statement of solidarity you will make for this issue. So mobilize all the social networks you have access to, including your friends, family members and their friends, and pretty much everyone you know!

The Activity

1. Set-Up
• Ensure that you are set-up well in advance.
• This will help you to begin on time. If it is a cold night the last thing you want is for people to be needlessly standing around and waiting.

2. Be Aware
• Make sure that you are a good role model for audience behavior, as those participating will be looking to you as a leader.
• This means respecting the serious and sensitive nature of this event, and trying to make those attending feel comfortable in the space you have chosen.

3. Thank Participants
• Remind the host or emcee to thank everyone for attending.
• Remember to also publicly thank anyone who helped with the organization of this event, or anyone who offered you special permission such as the use of the venue, or anyone who donated something to the event.
1. **Clean-Up**
   - Ensure that you leave the space the way you found it and that there are no leftover candles, hot chocolate cups, or other debris.
   - If you plan on making this activity an annual event, the candles can be stored and reused next year!

2. **Thank**
   - Make sure that everyone that helped you to organize your Vigil, including your speaker, the Elder, and/or emcee is formally thanked.
   - This means anyone that helped make your event a success, including any media organizations that may have showed up or helped to promote your event.
   - This should be done at the event itself by your host or emcee, but should also occur after the Candlelight Vigil either by email, letter or bulletin posting.

3. **Debrief**
   - Debrief with your team about how you think your Candlelight Vigil went and complete an Activity Evaluation Discussion Form. It is recommended that the debrief take place a few days afterward to allow people to reflect on (but not forget!) important details.
   - Ask questions like, Was there anything that can be improved upon next time or is there anyone who you forgot to thank? Did your chosen location work? Was there anything you could have done to attract more attention or more people?
   - This is a great opportunity to tie up any loose ends and talk about whether or not this could be a repeat event for next year.
Activity #10: Candlelight Vigil Checklist

Activity Preparation

- Choose a date that is sensitive to the issue at hand and to any other groups that may be planning similar events around the same time.
- Decide upon a venue with your team and book it after receiving any necessary permission.
- Create a goal or set of goals with your team around this activity.
- Design the agenda for your evening, including an Aboriginal blessing, a moment of silence and any other items that your team thinks would enhance this activity.
- Organize and gather any necessary supplies including candles, lighting/sound equipment and donated hot chocolate or treats.
- Promote and advertise your Candlelight Vigil in as many ways possible.

The Activity

- Set-up ahead of your determined start time in order to begin promptly.
- Ensure that during the Vigil ceremony, you are modeling good audience behavior.
- Take pictures during the Vigil and get the photo permission forms signed for everyone in pictures which you plan to use.
- Remind the emcee to thank everyone for attending and mention anyone who supported the organization of this event.

Activity Follow-up

- Clean up everything and leave the space as you found it, returning any equipment or supplies as necessary.
- Formally thank those who helped you to organize your Vigil, your speaker and/or emcee and any media that may have attended.
- Debrief with your team about how your Candlelight Vigil went and fill out the Event Evaluation Discussion Form.
- Send your pictures and photo permission forms into the project staff so we can post them on the We Can BC website.
“A lot of people have gone further than they thought they could because someone else thought they could.”

Unknown
Activity #11: Tables to Get Noticed

“Tabling” is a great way to get information out and to open up a dialogue with people about this issue. Set up an information table complete with handouts including We Can materials and other items that you can distribute in order to raise awareness about violence against women and girls. Talk about the We Can BC campaign and draw attention to the great work your group is doing.

Your Activity

Cover your table with information and eye-catching displays. Staff it with knowledgeable and eager young activists like yourself in order to educate and involve people in the campaign. It’s best when people behind the table feel comfortable and have the basic skills and knowledge to answer general questions about violence against women and girls. You can always pair up newer members with people who have staffed a table before and/or hold a special group meeting to go over the basics of tabling.

We Can materials can be handed out during this or any other activity. You may even want to prepare your own handouts specific to events you are planning or on certain issues you choose to highlight. Tabling can also be a way to recruit new members and show others what excellent work you are doing.

Below are some details you may want to consider when using this technique to reach the public.

Activity Preparation

1. Organize
   - Choose a date that works for your group.
   - Tabling often works well when it is organized around another larger event, but can generally be set up at any time that is convenient for you.
   - Choose and confirm a location.
   - Tabling is most effective if it’s done in a high-traffic area where you will have the maximum amount of people stopping by to take a look.
   - Keep in mind that you may have to confirm with the school (or facility where you will be tabling) that you are allowed to use the space.
   - You may need to sign up and register your group for this, so be sure to get the necessary permission from janitors, custodians, school administrators or community center staff.
2. **Set Goals**
   - Discuss with your team what you hope to achieve with this activity, such as distribution of a set number of materials, signing up new team members, or recruiting We Can Change Makers.
   - The goals you set for this activity will have to do with what your team decides are their top priorities and can help you to discuss the success of this activity once it is over.

3. **Prepare**
   - Read up on the We Can BC Campaign and any other issues that you think may help you when working at the table. This is what the Knowing It section of this toolkit is for!
   - Visit [www.WeCanBC.ca](http://www.WeCanBC.ca) to learn more about the We Can campaign materials supplied in the last section of this toolkit.

4. **Staff**
   - Ensure that you have at least two team members available to be at your table. If you wish to table for a full day, it’s best to break the day into shifts of 2-4 hours for volunteers to make sure they are not overworked.

5. **Supply**
   - Organize all the materials that you wish to have at your table – this could include information pamphlets, banners, buttons, We Can handouts, and any other items that you would like the public to take away from your table.
   - If you have a banner, make sure you have all of the supplies necessary with which to hang it (tape or pins, sticky tact) before the day of the event.
   - If you wish to hand out candy or other promotional items, make sure this is prepared ahead of time as well.
   - Lastly, be sure that you have an idea of where the supplies can be stored or returned after your event, so that team members are not left with these items after the event is complete. It is important to prevent loss of these items, especially if you have borrowed them!

---

**The Activity**

1. **Engage**
   - Make sure that you or your team members are not afraid to step out in front of the table or initiate conversation with passers-by.
   - Be outgoing – some people might be too shy to approach you! Even if you are equally intimidated, start a conversation with them and remember that a smile goes a long way!
   - Try to ensure that you and your team members are aware of things like body language while at the booth. A friendly and open approach can make the passers-by feel welcome.
   - When you are speaking to people or are trying to get their attention, make sure that you are efficient (get to the point quickly, be thorough). This will help prevent passers-by from feeling “trapped” at a table when they may not have very much time to learn about your work.
2. **Display**
   - Ensure that the basic material is clearly displayed on the table – not everyone stopping by will feel comfortable asking questions, especially if there are already several people at the table.
   - Having materials laid out means that your message still has a chance to reach people even if you don’t have the opportunity to speak to them.

3. **Keep Track**
   - Keep a record of what you count.
   - How many signatures were gathered or actions signed? Have you noted the amount of materials you started with so you know how many you handed out?

### Activity Follow-Up

1. **Clean-up**
   - It’s important to leave the facilities clean and looking the way you found them.
   - Ensure that all posters and tables are taken down and that all campaign materials are returned.

2. **Thank**
   - Make sure that you formally thank all the team members that helped to table for your group, as well as anyone else that may have given you permission or helped you to set up/take down.

3. **Debrief**
   - Discuss with your team how you think the event went and complete an Activity Evaluation Discussion Form.
   - It is recommended that the debrief take place on a separate date from your event to allow people to reflect.
   - Ask questions like, Did we sign up any new club members? Did we get many We Can Change Maker forms signed?
   - The questions you ask during this session may change depending on any goals your team may have set prior to this activity.
   - Consider whether the location and time were appropriate and if not, try to brainstorm other possibilities for next time.
Activity #11: Tabling to Get Noticed Checklist

Activity Preparation

- Choose a date.
- Determine a location and register (if applicable).
- Set a goal(s) for your activity.
- Read up on the We Can BC campaign and any other issues that you feel are important to prepare you for this activity.
- Do a call-out and confirm the team members who will staff the table.
- Make sure you have enough appropriate materials or handouts.
- Arrange a time to pick up and drop off materials.

The Activity

- Try to be outgoing when talking to people.
- Be aware of body language when at the table.
- Be clear, quick and thorough when sharing information about the campaign.
- Make sure the campaign materials are displayed clearly.
- Keep a record of how many Change Makers you sign up or materials you distribute, or how many team members you recruited.

Activity Follow-up

- Take down any posters and clean up event space- leave it as you found it.
- Send thank-you’s to anyone who helped.
- Debrief with your club and complete the Activity Evaluation Discussion Form.
Activity #12: Bake Sale/Warm Welcomes

Prepare goods to be sold at lunch. Alternatively, local businesses might be willing to donate supplies for you to sell, such as hot chocolate and donuts.

Your Activity

Bake sales or warm welcomes (selling hot chocolate at your school or community centre) can be a great way to create a presence for your team. We recommend pairing up with a local community organization (ones that specifically work with women and/or girls are ideal) and donate any money you raise directly to support their programming. These events offer a great opportunity to talk to people about the work your team does and are perfect for promoting any upcoming events you are planning. These events can be done on a small or large scale, and you can either bake your own goods to sell, do group baking sessions, or get donations from local bakeries or shops. Bake sales or warm welcomes are an easy way to make others aware of violence against women and girls. This activity will raise funds for different organizations, and will create a space for open dialogue on this topic.

Activity Preparation

1. Design and Collaborate
   - Choose the organization that you would like to support using the profits from your hot chocolate or baked goods. If you are not already partnering with an organization in your community more formally, a relationship can be started simply for the purposes of this event or on a more long term basis.
   - Find out from your team or adult mentor if there are any organizations that you are particularly interested in supporting. The We Can BC campaign has partner organizations all across the province and we would be happy to try and hook your team up with one of these, or help you to seek out new organizations in your community- the contact information for our project team can be found in the Team Management tab of your toolkit.
   - Communicate your plan to the organization, and work with them to determine the best way to deliver the money upon completion of the activity. If you can find out the specific program that your money will be helping to fund, this may help you in the promotion and success of your work. You can ask them for handout materials about their organization and programs for you to display during the activity.
2. Organize
   - Determine with your team the best date and time to hold your activity. Warm welcomes are best done on colder days, perhaps in the fall during the beginning of the school year as you are ‘welcoming’ students back to school. Bake sales can be done at any time of the year; you can pair this event with hot chocolate or tea for those cold winter days or with refreshing lemonade for summer!
   - Confirm the location. Bake sales and warm welcomes are most effective when held in a high-traffic area.
   - Request any necessary permission from your school or community center for this activity, and be prepared to explain to them who the money is intended for.

3. Set Goals
   - Come up with a set of goals with your team that will help guide the planning of this activity. Do you have a target dollar amount that you are hoping to raise for your partner organization? Is there a certain number of goods you hope to collect in order to sell?
   - Determining these goals will help you to look back after your activity is completed and decide whether or not it was successful, but it will also help you and your team to plan.

4. Reach Out
   - Contact any local bakeries or companies that would be willing to donate pre-made goods or baking supplies for this event. Donations are a great way to help you raise more money, and many local shops would be willing and often enthusiastic to help you out.
   - When thinking of places to donate, consider using local and organic ingredients - it’s a nice touch! Also, when sourcing the hot chocolate or coffee, consider using fair trade. Many coffee shops have this option, so if you make this request, they are usually happy to do so – you just have to ask.

5. Staff
   - Delegate the various responsibilities involved in this activity to your team members. Make sure someone is responsible for organizing the baking or hot chocolate preparation, the donation and picking up of baked goods, and staffing the table on the selected date.

6. Supply
   - Gather the necessary supplies. Besides the food or drinks themselves, ensure that you have napkins and/or plates, cups, tablecloths, hot water dispensers (or a tea kettle and an outlet!), cream/sugar if you are serving coffee and any other items that you will need to run this activity, depending on what you have chosen to include.
   - Ask your adult mentor to get change from the bank. Get some money aprons for your sellers. Plan how the money will be handled during the activity as it would be very unfortunate if some of it was lost or misplaced.
   - Ensure that you have gathered everything you need before the date of your activity.
7. **Promote**
   - Begin promoting your activity. You want as many people as possible to stop by your table, even if they do not choose to buy anything. Once you have all the concrete details confirmed, create a poster/flyer, online event pages (Facebook, Twitter) and a letter to send to individuals/organizations/media that you wish to know about your activity.
   - It is also often effective to spread the word through your community newsletter or by making announcements over broadcasts – particularly the announcements right before breaks and lunch periods to attract hungry people!

8. **Price**
   - Choose pricing for baked goods and hot chocolate that is appropriate for where you will be selling it and who you will be selling it to.
   - Consider having different sizes of hot chocolate and try to have a variety of products with different prices. Small cookies can sell for $0.25 to $0.50 each for the kids, but it can also be good to include some higher priced specialty items like cheesecake, pies and gourmet desserts.

**The Activity**

1. **Display**
   - Presentation is (almost) everything. Set out nicely decorated and organized tables. Use tablecloths, but not in overpowering patterns. The baked goods should be your best decorations.
   - Divide the baked goods according to type (cookies, cakes) and/or serving size (whole cakes, individual cookies). If you have several tables, separate them into just pies, cakes or even one just for chocolate goods. Label cards work very well for indicating what is what and for giving credit to the local shop (or team member baker!) responsible for creating each delectable delight.
   - Ingredient cards are also helpful for people who have food allergies.

2. **Be Aware**
   - Ensure that you and the team members at the table are aware of things like body language which can make passers-by feel more or less welcome.
   - When you are speaking to people or are trying to get their attention, make sure that you are efficient and thorough especially because they are probably in a rush to eat their new delicious purchases!
   - Make sure to keep an eye on the stock of hot chocolate or baked goods. If supplies are running low, top them up accordingly or take away the sign in front of the item if you run out of something.
   - Make sure the display is both tidy and organized – this will make a difference in people deciding to purchase goods or not. Also, it’s ideal to have garbage and recycling nearby to encourage people to keep the area clean.
3. Stay Organized
   • It is a good idea to have money aprons and some change on hand. Large bills can be collected throughout by your adult mentor who will give each seller a receipt.

4. Photograph
   • Take a picture of your display tables before you start selling. This could be sent to the project team for posting on the We Can BC website!

Activity Follow-Up

1. Clean-Up
   • Leave the facilities clean and looking the way you found them.
   • Ensure that all leftover food and drinks are packed up, and that no crumbs are left behind. If you put up posters, make sure they are taken down and that any supplies that do not belong to you are returned to their owners.

2. Count and Deliver
   • Delegate a team member or your adult mentor, to be in charge of counting the money at the end of the activity and safely delivering it to your chosen organization.
   • Depending on the size of the donation, it might be best to find out if a staff member from the organization would not mind picking it up. You could also plan to make a presentation to the organization – this could be a great photo opportunity!

3. Thank
   • Make sure that you formally thank everyone that helped you to organize your activity, in particular any bakery or company that may have donated goods. A letter of thanks or a thank you card usually works quite well for this, as some businesses like displaying these at their stores.
   • Also consider thanking janitors, custodians, teachers, community center staff – anyone that helped make your event a success.
   • A thank-you letter or card is always nice and an old fashioned way to do this, and it will help to ensure that the next time you plan an event, you will have built solid relationships with those in a position to help you again.

4. Debrief
   • Debrief with your club how you think the bake sale or warm welcome went and complete an Activity Evaluation Discussion Form on a date after the activity to allow people to reflect. Ask questions like, Was this activity easy to organize and something we could do again? Did the location/time work well? Is there anything we could have done to get more exposure or to sell more items? Debriefing is an important component to planning activities that are even more successful in the future!
Activity #12: Bake Sale/Warm Welcome Checklist

Activity Preparation

- Design your activity, determine what organization you will be collaborating with and communicate with them.
- Organize the date and location, and receive all the necessary permission.
- Set the goals you hope to achieve.
- Reach out to local bakeries or companies to get donations if possible.
- Staff your activity and delegate the various responsibilities involved in this activity.
- Gather any supplies that are necessary for your warm welcome or bake sale and organize how you will handle the money.
- Promote your activity through the necessary channels.
- Determine appropriate pricing of baked goods/hot chocolate.

The Activity

- Display your table in a nice way - make sure your table is neat and tidy and that all items are well presented.
- Be aware of body language while at the table and continually check that your items are stocked and that everything looks tidy and appealing.
- Distribute money aprons and change to your sellers and ensure that all of the money is kept organized throughout the activity.
- Arrange for an adult mentor to collect large bills and give a receipt to the sellers.
- Take pictures of your display tables before you start.

Activity Follow-up

- Clean up event space (leave it as you found it!).
- Delegate a team member and your adult mentor to be in charge of counting and delivering the money to the organization.
- Formally thank everyone that was involved in organizing your activity – especially organizations or people that donated food or supplies.
- Debrief with your club and complete the Activity Evaluation Discussion Form.
Leading the way.
Activity #13: Co-Ed Recreational Activities

Host lunch-hour recreational games that encourage participation rather than competition (beach ball, volleyball, badminton and/or basketball work well but there are many choices). Teams should be mixed male female. Follow this activity with a discussion of gender stereotypes, particularly in sport. Why are boys and girls separated in this way? Can this separation be justified, or is it entirely socially constructed?

Your Activity

This activity could be set up to operate on a regular basis, such as every Tuesday and Thursday at lunch hour or after school. The purpose of this event is to promote inclusion and to question the assumption that women and men should be separated in sport. It is your job to ensure that this message is reaching your participants – you want them to know what the point of holding these activities is. A great way to do this is to invite a speaker or facilitator to lead a discussion at the end of each game that questions the commonly held belief that men are stronger than women. The insights and quality of ideas that can arise from this conversation are often incredible!

Activity Preparation

1. Design
   • Discuss and decide, with your team, how you would like to organize this activity.
   • If you plan on holding co-ed recreational games on a regular basis, determine how you will organize the teams (Will you have a random, open call on each day? Will you ask teams to pre-register for a one-day only event?).
   • Decide whether you will invite a speaker to each game, or to a few select dates.
   • Consider how much time you and your team members have to commit to following through with regularly scheduled games as this activity will not organize itself!

2. Organize
   • If you would like to have youth pay a small door fee with the proceeds supporting the local community organization of your choice, organize the logistics behind this.
   • Ensure that you have contacted this organization, that you have an adult mentor in charge of handling the money (or that they are fully comfortable with delegating this responsibility) and that you have a cash float on the day of the activity. For more tips on organizing events involving money, refer to Activity #12: Bake Sale/Warm Welcome.
   • Choose a date or dates that make the most sense for you and your team. If you are planning to hold multiple sessions or even just one, this could be done during the 16 Days of Activism, but this activity can be held at any time throughout the year. During the warmer months, it offers a nice excuse to get outside on the grass!

Difficulty Level:

This activity involves quite a bit of planning but has incredible potential to be very educational and insightful for many people by connecting the issue of violence against women and girls to something that is popular and loved by many: sport.
• If you are choosing to invite a speaker or a facilitator to lead the discussion after the games, determine who you would like this person to be and make the necessary contact. For a detailed guide on how this can be organized, refer to Activity #2: Guest Speaker Presentation.
• Ensure that you have space available to play the game that your team has chosen. Whether this means beach volleyball on the field, indoor soccer in the gym or badminton at the tennis courts, talk to the right people and gain the necessary permission to use the space during your selected time.

3. Set Goals
• Determine with your team the goals that you would like to set for this activity. Is there a number of participants you are aiming for? Is there a number of Change Makers you would like to sign-on or team members you would like to recruit?
• Setting goals not only helps you to plan your activity, but also gives you a way of measuring its success once it has been completed.

4. Equip
• Determine how you will get the equipment necessary to run your games. If you are pre-registering your participants, ensure that you have enough “supplies” (balls, bats, and/or rackets, as examples) with a few spares.
• If your participants are “dropping in” try to approximate how many of each item you will need, and remember that it is always better to have too many than too few.
• Gather the necessary supplies for your sign-up table which might include handouts, We Can Change Maker forms, team sign-up sheets and any other items you would like participants to take on their way out.

5. Staff
• Organize from among your team members, those who will be available to run the activity on the selected day(s).
• Consider the people that you will require on the day of, such as referees, volunteers to sign participants in, team members to collect money, to organize and distribute equipment and anyone else that will help your activity run smoothly.
• Ensure that you have delegated all necessary duties among your team and that each person is available.

6. Promote
• Advertise and promote your co-ed game. Once you have all the concrete details confirmed, create posters/flyers and post them around your school/community centre, post to online event pages (your team’s Facebook and/or Twitter pages, for example).
• Follow the steps to have your activity announced in your schools morning broadcast.
• Approach your school sports teams and see if they might support this event and participate.
The Activity

1. Display
   • Set-up the registration or sign-up table and ensure it is visible for participants when they arrive. Make sure there is always someone at the table directing participants and accepting the door fee if you have chosen to include this. Explain at any opportunity you get what the purpose is of holding this event and the reasons your team thinks it is important.
   • Make sure that any equipment – including jerseys (or pinnies) – are ready for the participants and ensure your referees are ready to go!

2. Discuss
   • If you plan to host a discussion after the activity about the issue of gender segregation in sports, make sure that you remind the participants about this when they register and that time and space is allocated for this discussion afterwards.
   • Be sure to thank the host and all participants for taking part in your activity.

3. Photograph
   • Photos of this activity are highly encouraged.
   • Remember that any photos that have people in them must include a signed Photo Release Form (included in this toolkit) in order for us to post them on the We Can BC website.

Activity Follow-Up

1. Clean-Up
   • Leave the facilities clean and looking the way you found them.
   • Ensure that all campaign materials and equipment are packed up and returned.
   • Make absolutely sure that the door fees have been collected by your adult mentor and have been counted after all of the participants have paid.

2. Thank Participants
   • Formally thank everyone who helped with your event. This could be gym teachers, sports teams, school administrators, community center staff – anyone that helped to make your event a success.
   • Especially thank any volunteers that may have helped you on the day of as you couldn’t do it without them!

3. Debrief
   • Debrief with your team how you think the event went and complete an Activity Evaluation Discussion Form.
   • It is recommended that the debrief take place on a separate day to allow people time to reflect. Ask questions like, Was there a good reaction from those who participated? If you had a discussion period, how did that go? Did people have trouble connecting the activity to the issues it was supposed to highlight?

4. Post to We Can Website
   • Send any photos from your activity to us so that we may post it on our We Can BC website to show off all of the fabulous work you are doing!
   • Remember to include the Photo Release Forms, signed by anyone who appears in your photos.
Activity #13: Co-ed Recreational Activities Checklist

Activity Preparation:

☐ Decide upon key details of your activity, including the timeframe you will use, how your teams will be organized and whether you will be inviting a speaker or facilitator.
☐ Decide whether or not to charge a door fee and follow the necessary steps to organize this piece.
☐ Set goals with your team that will guide your planning of this activity.
☐ Choose a date or set of dates.
☐ If you are choosing to invite a guest speaker/facilitator/host, select and contact them to confirm their attendance.
☐ Request and book an appropriate space for your games and discussion to take place.
☐ Determine the equipment you will require and how you will obtain it on the day of your activity.
☐ Delegate the necessary volunteers and ensure that they are available to fulfill this commitment.
☐ Gather the necessary supplies for a sign-up/display table.
☐ Advertise and promote your activity.

The Activity:

☐ Make sure that the sign-in table is visible and that there are enthusiastic volunteers ready to guide participants.
☐ Ensure equipment and all volunteers are ready.
☐ Remind participants about the discussion that will follow, if you have decided to include this part.
☐ Thank your guest speaker/facilitator/host and all participants.
☐ Take photos of this activity, but remember to have anyone in your photos sign a Photo Release form!

Activity Follow-up:

☐ Clean up the event space and leave it just as you found it. Ensure all supplies are returned.
☐ Send thank-you’s to all who helped.
☐ Debrief with your club and complete the Activity Evaluation Discussion Form.
☐ Send off all of our photos for us to post on the We Can BC website, along with all Photo Release Forms.