

# take action



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## Did You Know?

If you have food in the refrigerator, clothes on your back, a roof overhead and a place to sleep, you are more comfortable than 75% of the people in this world.<sup>1</sup>

<sup>1</sup><http://www.odt.org/Pictures/popvillage.pdf>

## Try this!

**Clean up:** Go through your house and collect clothes and items your family no longer uses. Donate them to a local organization, like the Salvation Army or Goodwill.

# ABOUT US

## Me to We Social Enterprises

Me to We is a new kind of social enterprise for people who want to help change the world with their daily choices. Through our media, products and leadership experiences, we support Free The Children's work with youth creating global change. Every trip, T-shirt, song, book, speech, thought, smile and choice adds up to a lifestyle that's part of the worldwide movement of we.

## Me to We Leadership

Me to We Leadership inspires youth to action through interactive workshops, seminars and international week-long leadership academies. Passionate young facilitators use innovative curriculum and activities to create an open, fun and engaging learning environment. They work with young people to support their interests and passion for social change through personal action plans. Empowering youth with leadership skills, education, inspiration and action tools, Me to We Leadership shows the world that we are the generation we've been waiting for.

## Take Action

Take Action is a youth-driven approach to character education, service learning and fostering global citizenship. High school students participate in workshops to become volunteer ambassadors, acquiring the skills and knowledge to engage their peers in volunteering as local and global citizens. Developed in 2002 by Me to We (then called Leaders Today), the Take Action program annually impacts more than 200,000 students in 200 schools across North America.



### Did You Know?

40% of those who volunteer do so because someone invited them to.<sup>2</sup>

### Think We!

Sneak a poem, joke or kind note in the pocket of a friend.

<sup>2</sup>Volunteer Today, [www.volunteertoday.com/archives2001/july01recrui.html](http://www.volunteertoday.com/archives2001/july01recrui.html).

# THINK WE

## A Message from Craig and Marc Kielburger

Dear Take Action Ambassadors,

Thank you for participating in the Take Action program and taking the first step toward making a difference in your school, your community and our world. In choosing to make Take Action a part of your learning experience, you've chosen to help make a better world for us all.

We know the kind of courage it takes to stand up for what you believe in. Throughout your Take Action journey, we'd like you to know that you're not alone in taking that stand. Our team at Me to We will be there to fully support you every step of the way.

We hope your workshops and this handbook will help you discover issues you're passionate about, empower you to make a change and equip you with the skills necessary to be successful in your campaigns, fundraisers and action plans.

As young North Americans, you have an incredible power to make a difference through your daily actions, big or small, and we thank you again for using that power. We wish you all the best in your journey to take action!

Be the change,



Craig Kielburger  
Co-Founder  
Me to We



Marc Kielburger  
Co-Founder  
Me to We



### Did You Know?

Worldwide, we spend \$33 billion on makeup and perfume each year. Providing clean drinking water for everyone in the world would only cost \$24 billion.<sup>3</sup>

<sup>3</sup>2004 State of the World, <http://www.worldwatch.org>

### Try This!

Give blood, save a life. If you're able to, donate blood at your nearest Canadian Blood Services clinic. Call toll-free at 1-888-2DONATE (1-888-236-6283).

# WHAT IS LEV3L?

**LEV3L is a way of life.**

It is the courage to dream, the passion to believe and the intensity to act.  
It is the energy that allows us as ethical global citizens to make the ordinary extraordinary,  
to change our lives, the lives of others and the world around us.

It resides in each one of us.

It redefines limits.

It is unstoppable.

LEV3L is a way of challenging yourself and being fully invested in your surroundings. It is what we ask of you so that you can get the most out of this experience.



#### Did You Know?

One in four First Nations children in Canada lives in poverty.<sup>4</sup>

<sup>4</sup><http://www.unya.bc.ca/>

#### Think We!

Say "no" to plastic! Help out the environment by using a reusable shopping bag instead of a plastic one.

It's time to take a trip around the world! Your facilitators will ask you to guess the distribution of population, food consumption and wealth on the globe.

**Use the chart below to record your guesses**

	Population		Food Consumption		Wealth	
	Guess	Actual	Guess	Actual	Guess	Actual
North America						
Latin America						
Europe						
Africa						
Asia						



**Did You Know?**

Women in Bangladesh are paid five cents for every Disney shirt they sew (sold for \$29.99 USD).<sup>5</sup>

<sup>5</sup>The Everyday Activist, Michael Norton

**Think We!**

Conduct an environmental study of your school. Assess different ways of reducing pollutants and increasing energy efficiency. Does your school provide enough recycling bins? Are computers and lights left on during the night? What types of cleaning products are used by the custodians?

# STEP 1:

# PICK AN ISSUE

There's no shortage of issues in the world that need our help. Poverty, hunger, child labour, the environment, HIV/AIDS and animal rights are just a few. But which issue is most important to *you*?

To help find the issue you're passionate about, take a moment to ask yourself:

- What do I wish I could change about the world?
- What makes me angry?
- What makes me want to speak my mind?

Issue	What do I want to change? (Be specific)
Child labour	A local store is importing clothes made in sweatshops that use child labour. I want to ensure that only fair trade clothing is sold at the store.



#### Did You Know?

The number of Canadians accessing food banks has increased by 90% in the past 10 years.<sup>6</sup>

<sup>6</sup>Daily Bread Food Bank, [www.dailybread.ca/get\\_informed/our-publications.cfm](http://www.dailybread.ca/get_informed/our-publications.cfm)

#### Think We!

Reduce your carbon footprint: Instead of taking a ride to school or the mall, take public transport or car pool.

# STEP 2:

# DO YOUR RESEARCH

It's important to learn as much as you can about the issue you care about so that you can fully understand how to take action.

## Research Tips

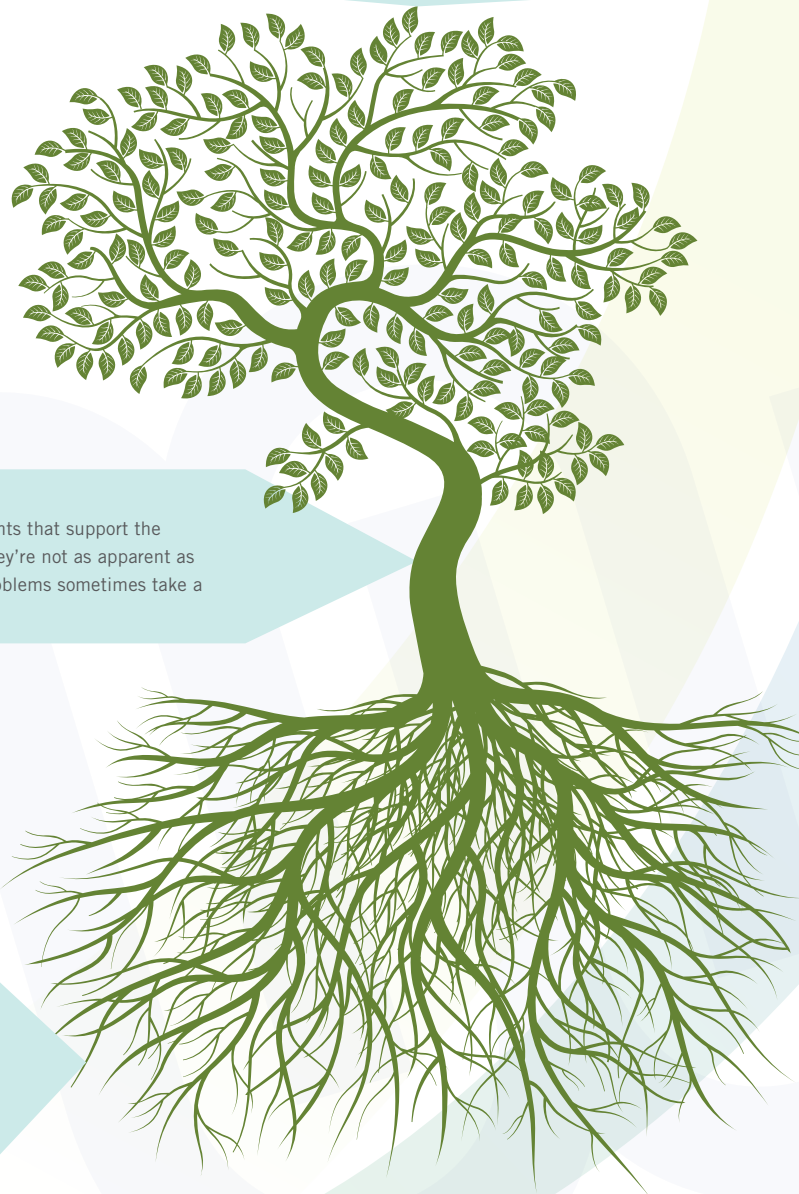
- **Make a list of questions.** Where did the issue come from? Who are the people, countries or corporations involved? What has been done? What needs to be done?
- **Find information.** Try the library, textbooks, teachers, people in your community, newspapers, websites and more! (Check out pg. 17 for a list of websites to visit.)

## Plan Your Research

Using the tree below, plot out all the elements of the issue you've chosen.

### Leaves/Branches

Visible problems—things we can see easily. At first, this part of the issue appears easy to tackle, but when leaves and branches are trimmed, they grow back quickly. What visible consequences does your issue have on people?



### Trunk

Supporting problems—elements that support the problems we see. Because they're not as apparent as the leaves, the supporting problems sometimes take a little longer to identify.

### Roots

Root problems—problems that are often hard to see but are the real source of the issue.

### Did You Know?

34% of the 79,406 people who use food banks in Canada are children. That's almost one in four.<sup>7</sup>

<sup>7</sup>Daily Bread Food Bank, [www.dailybread.ca/get\\_informed/our-publications.cfm](http://www.dailybread.ca/get_informed/our-publications.cfm)

### Think We!

When it's cold outside, rather than pumping up the heat, turn the thermostat down by two degrees Celsius and throw on a sweater. This alone will save 453kg of greenhouse gasses a year.

# STEP 3: BUILD A TEAM

With your friends, family, teachers and community members by your side, you can share responsibilities and work with each other's strengths and weaknesses.

## Once you've found a team, think about the roles each member will play:

### General Coordinator

Organizes agenda for meetings, ensures overall function of the team, and keeps the team focused and organized

### Research Coordinator

Gathers materials for members to learn about the issue

### Communications Officer

Communicates with all members of the team and the public, and sends meetings notes to team members

### Fundraising Treasurer

Keeps track of bank accounts and fundraising efforts

### Negotiator

Meets with teachers, principal, potential partners, etc.

Now that you know the main roles, what other responsibilities are available for members of your team?



### Did You Know?

Under-nutrition is the underlying cause of death for at least 30% of all children under age five.<sup>8</sup>

<sup>8</sup>World Health Organization, [http://www.who.int/features/factfiles/global\\_burden/facts/en/index9.html](http://www.who.int/features/factfiles/global_burden/facts/en/index9.html)

### Think We!

The next time you go clothes shopping, make responsible choices. Are your clothes produced by child labour? Are harmful chemicals used that damage the environment? Check out Me to We: [Responsible Style] ([www.metowe.com](http://www.metowe.com)) for ethical alternatives.

# STEP 4: HOLD A MEETING

Once you've built your team, it's time to hold a meeting. Start by choosing a date, time and place for everyone to get together. Remember that successful meetings need to follow an agenda and have a goal.

## Tips for Conducting a Meeting

- Keep it fun! Incorporate games and make sure everyone leaves excited about their roles.
- Have snacks and drinks. Keeping the energy high will help your team stay focused.
- Form a to-do list based on what was discussed at the meeting and give a copy to each team member. Make sure all team members know their responsibilities.
- At the end of the meeting, make sure to set a date and time for the next meeting.
- Follow up. Call or e-mail your team members after the meeting to make sure their tasks are coming along.

## Plan It Out!

Use the space below to help you plan your meeting.



A good time and place for the meeting:	An agenda for the meeting

### Did You Know?

Martin Luther King Jr. was arrested more than 20 times and assaulted at least four times. He was awarded five honorary degrees, travelled over six million miles, spoke more than 2,500 times and was the youngest person to receive the Nobel Peace Prize at the age of 35.<sup>9</sup>

<sup>9</sup>[http://nobelprize.org/nobel\\_prizes/peace/laureates/1964/king-bio.html](http://nobelprize.org/nobel_prizes/peace/laureates/1964/king-bio.html)

### Think We!

Rather than contributing to waste produced by disposable cardboard coffee cups, bring a portable mug next time you're at the coffee shop. And fill up a reusable water bottle instead of purchasing plastic bottles.

# STEP 5: MAKE A PLAN

The best way to set goals is to think about your cause as a group of smaller issues. For example, if your cause is the environment, you may want to focus on saving energy or protecting a forest. Next, brainstorm ways to achieve these goals and put them into a plan of action. Think about the small steps you can take, like using recycled paper or turning the thermostat down by a few degrees. This plan will become your guide to making a difference.

**Breaking it Down:** Who, what, how, when, action!

## Who?

List the people who will be helpful to achieving your goals. (For example, teachers, students, politicians, friends, family, public figures, charities, student council members, etc.) Include names if possible.

## What?

List all the material resources you'll need to take action. (For example, money, venue, posters, etc.)  
What research do you need to do in order to become experts on your issue? What questions will you need to answer?

## How?

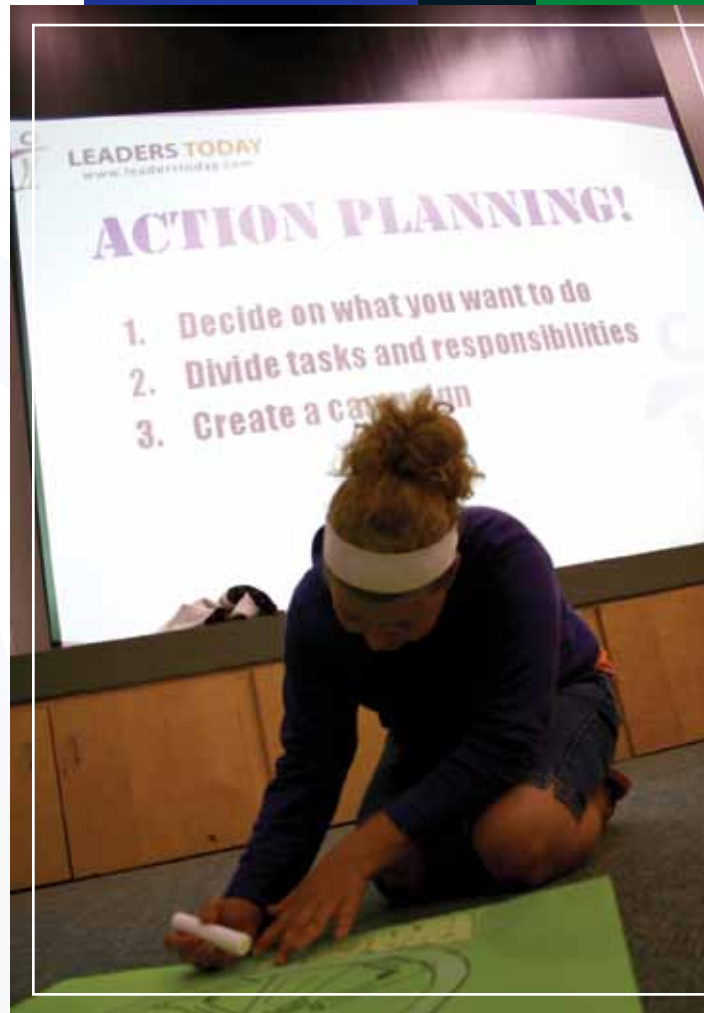
List all the challenges you'll encounter. How will you overcome these challenges?

## When?

Create a timeline for what you will need to do within the next few days, weeks, months or years.  
Create a deadline for when you would like to accomplish these goals. How often can your team meet?

## Action!

What actions can we do?  
What are the steps we will take?  
Who will do what and when?



### Did You Know?

Canadians between 15 and 24 have a higher rate of volunteerism (55%) than any other age group.<sup>10</sup>

<sup>10</sup>2004 Canada Survey on Giving, Volunteering and Participating, [www.statscan.ca](http://www.statscan.ca)

### Think We!

Check out [www.food-force.com](http://www.food-force.com) to play a fun game, while learning the challenges of the UN World Food Program in distributing humanitarian aid.

# STEP 6: TAKE ACTION

## Plan Your Action: Making S.M.A.R.T. Action Plans

- Specific:** Plan your action down to the last detail.
- Measurable:** How will you measure your success?
- Achievable:** Is your action plan realistic and achievable?
- Relevant:** Is it linked to the social problem your team wants to address?
- Timeline:** Is it achievable within three months? Six months? One year?



## Three Pillars for Social Change:

Awareness-Raising, Fundraising, Political Change

Awareness-Raising	Fundraising	Political Change
<u>Major Goals</u>		
Educate students about the issue of child labour and the perpetuating cycle of poverty.	Provide alternative sources of income for children and families so that children do not have to work and can go to school.	Challenge the Canadian Government to increase funding for education projects for children in developing countries.
<u>Concrete Goals</u>		
Make certain that all members of the team fully understand the issue.	Purchase 10 goats and cows for families as alternative sources of income.	Create public pressure on the federal government to increase funding.
Spread the message in your school.	Build a school for children in a developing country.	Ensure that the local MP is aware of the issue.
<u>Actions</u>		
Set up a "Saturday education day" where all group members research together.	Hold a carnival fundraiser.	Petition the government to take action on the issue.
Deliver speeches in every home room before December, and put up 50 posters in school.	Hold an auction.	Meet with the local MP.

For your action plan, you may choose to focus on one or two of the three pillars. Create your own chart and write down your major goals, concrete goals and actions.


### Did You Know?

If a person volunteers as a youth, he or she is twice as likely to volunteer as an adult.<sup>11</sup>

<sup>11</sup>Giving and Volunteering Research Clearinghouse, America's Teenage Volunteers, Independent Sector, 1998, Independent Sector, [www.independentsector.org/programs/research/teenvolun1.pdf](http://www.independentsector.org/programs/research/teenvolun1.pdf)

### Think We!

Make the switch: Compact fluorescent bulbs use half as much energy as incandescent bulbs. By switching your home and office lighting, you'll save money and help the environment.

# HOW DO I LAUNCH A CAMPAIGN?

# W.A.K.E.

## How do I Launch a Campaign? W.A.K.E.

Now that you've gathered a team, done your research and established an action plan, the next step is to launch your campaign and present your ideas to others! How do you start a campaign? How do you get others to listen to your cause? How do you spread awareness? Use the W.A.K.E acronym to help.

### W: Worthy argument

Make sure you have a worthy argument and a worthy cause that everyone will agree needs to be addressed.

- Identify what you want to change.
- Outline your position or cause in a clear, concise fashion.
- Use statistics to get your message across.

### K: Know your audience

What type of audience are you targeting? (For example, business owners, school peers, government representatives, etc.) Think of what will appeal to your audience and frame your campaign to suit them.

For example:



Driven by a passion for hip hop, Darren (a student of SATEC High School in Toronto) wanted to attract a different audience to get involved in fundraising for Free The Children. In order to break the negative stereotypes against hip hop, Darren helped organize a two-hour educational hip hop show called Centre Stage. He invited guests from the community and showcased performances by SATEC students to represent every element of hip hop, including beat-boxing, a live DJ and a break-dancing crew. Darren raised a total of \$1,000 for Free The Children's Brick by Brick campaign by charging a \$3.00 admission. Check out the day: <http://ca.youtube.com/watch?v=y8P-LbXb420>.

### A: Attach people emotionally

- Put a face to the statistics.
- Use personal stories.
- Trigger an emotional response.

### E: Effective imagery

- Be creative.
- Use slogans that grab the audience's attention.
- Use strong and powerful images.

For example:

Good use of numbers/stats to grab attention  
Colours stand out



# SPREAD THE MESSAGE

## Tips for a great speech

### 1. The hook

You have 30 seconds to show your audience why they should give you their undivided attention. Shock them, make them laugh, do whatever it takes to grab them.

### 2. Introduction

Your audience is already wondering why you're on stage. An introduction is not just about introducing your name and topic; it's about making a connection between you and your subject.

### 3. Body of your speech

- **Facts:** Give your audience a real grasp of your issue without boring them. Keep it informative but be sure to highlight only the most important facts and the most interesting aspects of your issues.
- **Statistics:** Like facts, statistics are a big part of how you gain credibility with your audience. Use these to illustrate the importance of your issue.
- **Stories:** Stories are the most memorable parts of your speech. With a story, you can connect your audience with the real people affected by the issue.
- **Opinions:** Don't forget about you! It's okay to tell the audience what you think and why you're passionate about this issue.
- **Actions** - Nearing the end of your speech, the audience is excited, inspired and beginning to ask themselves, "What next?" Tell your audience what they should do! Keep it simple, provide the audience with 3 or 4 easy steps to take. For example, "Visit our booth or, better yet, come to our meeting today in room 232 after school!"

### 4. Conclusion

As important as it is to grab the audience's attention with your hook, it's equally important to go out with a bang! Quote someone famous, ask a final question, be creative and leave an indelible mark on the lives of those in attendance.

For example:

Martin Luther King Jr. led a peaceful march in Washington, D.C., and delivered his "I Have a Dream" speech to over 250,000 people.

In his words, *"When we let freedom ring, when we let it ring from every village and every hamlet, from every state and every city, we will be able to speed up that day when all of God's children, black men and white men, Jews and Gentiles, Protestants and Catholics, will be able to join hands and sing in the words of the old Negro spiritual, 'Free at last! Free at last! Thank God Almighty, we are free at last!'"*

What is your dream? What would you change in our world?



# STEP 7: HAVE FUN

Check out other organizations in your community that are tackling the issues you're passionate about. Get out and volunteer your time! Here are some fun ideas to match your interests with volunteer opportunities:

## Help Your Neighbours

- Provide services to seniors or others who have difficulty leaving their homes. (IE. Raking, shovelling, visiting, reading or meal preparation.)
- Assist a neighbour with child care. Give your neighbour a break and babysit their child while they prepare dinner or run errands.
- Tutor younger neighbours by reading to them, taking them to the library or helping with their homework.

## Help Your Community

- Volunteer at a seniors' centre and visit, read, or play cards or board games with some wise old friends.
- Help organize local community events, like a food drive or bake sale.
- Take part in environmental initiatives, like recycling operations, park clean-ups and tree-plantings.
- Get involved in charitable activities, like walk-a-thons or canvassing.
- Assist with a community sports league or recreation program.
- Volunteer in a leadership role with community groups or youth groups.
- Volunteer at hospitals, libraries or any organization recommended by the volunteer centre in your community.
- Volunteer with social service or animal welfare agencies. (IE, Red Cross, United Way, Humane Society)
- Get involved in the democratic political process by canvassing or campaigning for a party you believe in.

## Help at Your School or Other Schools

- Help with sports teams by running skills drills and assisting the coach.
- Help in the library by shelving books, tidying up and changing bulletin boards.
- Assist students with special needs by acting as a peer buddy or mentor.
- Assist with planning arts events. Work on publicity, sell tickets, check coats and offer technical support.
- Facilitate school events, like parent information nights. Greet visitors, give guided tours or serve refreshments.
- Assist with environmental activities, like encouraging recycling or planting trees.
- Participate in charitable initiatives, like food or toy drives.
- Sit on school councils and committees or be a peer mentor.



### Did You Know?

There are more people in slavery now than at any other time in human history.<sup>12</sup>

<sup>12</sup><http://www.freetheslaves.net/Page.aspx?pid=183>

### Think We!

From now on, challenge yourself to open the door for the person behind you. It'll feel good every time.

# GET CONNECTED

Running a fundraiser? Need some tips or more info on your issue? Check out this website: [www.wefreethechildren.com](http://www.wefreethechildren.com)

Learn more about our sister organization Free The Children and how you can get involved! Visit [www.freethechildren.com](http://www.freethechildren.com)



Learn more about our Take Action program at [www.volunteernow.ca](http://www.volunteernow.ca)

To find out more about Me to We Music, Style, Trips and Leadership, check out [www.metowe.com](http://www.metowe.com)



[www.freethechildren.com](http://www.freethechildren.com)



[www.metowe.com](http://www.metowe.com)

[www.volunteernow.ca](http://www.volunteernow.ca)



## Did You Know?

The wars in Iraq and Afghanistan have cost the U.S. and Canada almost \$500 billion, while the entire international community has given only \$7 billion to fight the global struggle against AIDS, malaria and tuberculosis—diseases that kill millions of people every year.<sup>13</sup>

<sup>13</sup>[www.unfpa.org/public/](http://www.unfpa.org/public/)

## Think We!

The Internet has become an extremely useful means of communicating, but it can also isolate us from other people and prevent us from living active lifestyles. Organize an Internet-free day to promote active living.

# RESOURCES AND WEBSITES

## Child Labour

ILO Child Labour

[http://learning.itcilo.org/ilo/ipec/scream/pack\\_en/default.htm](http://learning.itcilo.org/ilo/ipec/scream/pack_en/default.htm)

Stop Child Labour Coalition

[www.stopchildlabor.org](http://www.stopchildlabor.org)

## Environmental Issues

Environmental Working Group

[www.ewg.org/](http://www.ewg.org/)

Global Issues

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

FAQ on Climate Change

<http://www.ipcc.ch/pdf/assessment-report/ar4/wg1/ar4-wg1-faqs.pdf>

Ecological Footprint

<http://www.myfootprint.org/en/>

## Ethical Clothing

Me to We: [Responsible Style]

[www.metowestyle.com](http://www.metowestyle.com)

Left Feet (Sweatshop-free, vegan footwear)

<http://leftfeet.ca/splash.html>

Ethical Shopper

<http://www.ethicalshopper.com/>

No Sweat Apparel

<http://nosweatapparel.com>

## Human Rights

Human Rights Watch

[www.hrw.org/children/labor.htm](http://www.hrw.org/children/labor.htm)

## Women's Issues:

WHO: Women's Health Issues

[www.who.int/topics/womens\\_health/en/](http://www.who.int/topics/womens_health/en/)

Stop Violence Against Women

[web.amnesty.org/actforwomen/index-eng](http://web.amnesty.org/actforwomen/index-eng)

Women Watch

[www.un.org/womenwatch](http://www.un.org/womenwatch)

## Animal Rights

World Wildlife Fund

<http://www.panda.org./index.cfm>



*I'm part of the movement*

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Me to We is a new kind of social enterprise for people who want to help change the world with their daily choices. Through our media, socially responsible choices and leadership experiences, we support Free The Children's work with youth creating global change. Every trip, t-shirt, song, book, speech, thought and choice adds up to a fun, dynamic lifestyle that's part of the worldwide movement of we. Think we. Join the movement.