

Activity: Host an Action Day



Suggested Levels: D B J C S A

Objective: Gather supporters to host a contribution to the cause experience.

Leader Prep: If your issue is one that can be impacted by contributing time, materials or both (for instance, playground improvements or a food drive), choose this activity. If your issue is more abstract or would be better supported by peaceful protest, see the next activity.

Supplies:

- Action day supplies (what will you need to do the work?)
- Flyers
- Social media access
- Signs
- Food & beverages (optional)

Ways to Include Supporters:

- Ask a local business to sponsor your event by contributing snacks or supplies or signage
 - Ask local news to announce your event and show up to cover the event
 - Ask a media specialist to hashtag your event and post about it on your website
 - Ask supporters to join you for the action day and/or contribute money to the cause
1. If the issue you're trying to solve would benefit from an action day (a food drive, a mulching and woodchipping day, painting, snow shoveling), this is a great way to ask people to help out and feel included.
 2. First, plan the activity. What will you be doing? Where will you do it? Will you partner with a group that you're trying to help, like a school or shelter? Will you donate your gathered materials after they've been collected? What time of year will you do this?
 3. Once you've created an action plan, decide what supplies you'll need to accomplish the activity successfully. Will you want to provide food or beverages? This is a great idea if your task will last all day or if it will be very hot (water is great) or very cold (tea, coffee, and hot cocoa!). How will you get these materials? These are great ways to include supporters like businesses and individuals.
 4. Next, plan on how you'll attract attention and get people to your event. Can you put an ad in the newspaper or talk to your radio or television station about promotion? Can you put your event on your website and on social media? Would a flyer help?
 5. Now it's time to do the event! Consider calling newspapers or television stations to come to your event and generate more support by featuring you in the news. Media is a great way to raise awareness. Make sure to take lots of pictures and even video to put in other areas and create more buzz.



It's Your World – Change It! Journey Series