

World Week Leader's Guide

Organizing World Week - Page 1

Introduction:

We have received very positive responses to World Week and our various activities. But even with good programs, there's always room for improvement. Please share your suggestions for making World Week better.

Choosing Activities:

Please look through the list of World Week activities, choose one or more for your group and select the appropriate leader's guides

Setting Goals:

No one can solve all the world's problems. But you can begin to understand the issues around you and develop a positive worldview about them. You can make lifestyle choices that encourage justice and peace and health for everyone; you can be a good steward of the environment; and you can reach out to others by raising donations for a charity as a central part of your World Week experience.

Helping a charity through your World Week activity is a great way to be a source of hope and help for people in need. You can assist children, their families and their communities in a big way by encouraging participants to raise money for a donation.

Engage your group in discussions about specific goals for your World Week events. What does your group hope to learn? How do you hope to involve your families, schools and community? How will you engage local media and community leaders?

How will you encourage your community to respond to your activities by pledging to make donations? Do you want to set a goal for the amount your group will raise?

Choosing Dates:

Select dates for your World Week activities. Some groups are holding their events during the national World Week in mid-May. Others kick off their efforts during the national World Week but are planning one or more of their activities for a later date. If you let us know the dates that you have selected to hold your activities, we can help you promote your event to the media.

Contact us at http://www.worldweek.ca/world_week/form.html.

World Week Leader's Guide

Organizing World Week - Page 2

Participant's Guides:

The Participant's Guides are designed to help your World Week participants. Make copies of the guides for each member of your group.

Promoting Your Event:

Participating in World Week is a great way to have an impact in your community. You have an opportunity to demonstrate good values and a genuine concern for people in need—not only because you are acquiring child sponsors to provide practical help, but because you also are trying to understand the issues that confront people who are suffering from disease, hunger, human rights abuses, violence and environmental devastation.

The more media coverage your World Week campaign receives, the greater your impact in your community. Take time to consider how you will promote your activities in your community and to the media.

- Order World Week promotional materials. We can provide photos, artwork and video footage for your campaign.
- Develop a plan to promote your World Week activities. Consider staging one of the high-profile World Week activities to raise awareness of your campaign before you begin seeking sponsors to make donations.
- Make announcements and flyers for your World Week campaign. Promote your World Week activities at other events, groups, etc.
- Contact local businesses and ask them to get involved. They can donate prizes for World Week participants, distribute World Week flyers to their customers or lobby the media with whom they advertise to provide public service announcements.
- Send a press release to local newspapers, radio and television stations, cable outlets, etc. before your World Week activities. Here are the questions that your press release should answer:
- **Who:** The name and, if necessary, an explanation of your group.
- **What:** What is World Week? Which activities are you doing?
- **When:** At what time and on what date will your activities take place?
- **Where:** Where will your World Week activity take place? Is there a starting and ending point?

World Week Leader's Guide Organizing World Week - Page 3

- **Why:** Include quotations from your group members and/or leader explaining why you are involved in World Week and possibly why you chose your specific activity. Explain some of your goals.
- **How:** How can the media get more information? Who should they contact? What are your phone number, group Web site and e-mail addresses? Please also include the World Week Web site address for more information:
http://www.worldweek.ca/world_week/.
- We also have a sample press release that you can order to use as a guide. We are also able to help you organize your media campaign, if you contact us at least six weeks prior to your events at
http://www.worldweek.ca/world_week/form.html.

Completing Your Events:

We have helpful hints, research and suggestions for completing each World Week Activity in our leader's guides. Here are some additional ideas:

Hold a post-event celebration or meeting to discuss your World Week experience. What did you learn from the experience? Has your understanding or attitude changed in any way? What lifestyle changes might you make as a result of what you discovered? This is a great time to revisit your goals. Ask participants to consider personal goals arising from their experiences.

Have everyone share suggestions, photos, personal stories, newspaper clippings, etc. Post photos and these stories on your group's Web site.

Discuss ways that you can expand your next World Week.