YOU MATTER™ CLUB  
1ST CLUB MEETING OUTLINE

The YOU MATTER™ Club is your club. This agenda is only a “suggested” agenda you may want to consider using to help get your club started. Once your club has conducted its first couple of meetings and is working on its own goals, you’ll be able to sit back and enjoy your role in helping to make it happen. But until then, you will probably need to lead these meetings and help keep things going with the help of your adult advisor.

SET-UP: Sign-in sheet, visual aids with Goals & Next Meeting Date/Time posted, copies of the Mondays calendar, copies of the Community Service Hours Tracking Worksheet (see last page), and flipchart paper and/or whiteboard and markers, poster-making materials (optional).

WELCOME (5 MIN.)

- Welcome attendees
- Ask everyone to sign in and to introduce themselves to the others
- Review the Agenda and timeframe for the meeting

CLUB GOALS (2 MIN.)

Explain the YOU MATTER™ Club high-level goals:

- Grow membership
- Spread the You Matter™ and weekly inspirational messages as a way to help students get in touch with how much and why they matter
- Participate in You Matter™ actions and events
- Organize and lead Pop-Up Do-Good school and community projects that give students opportunities to take positive action and to experience how much they matter

CLUB ROLES (2 MIN.)

Suggest that at a later meeting the group should determine formal roles such as President, Vice President, Secretary, Treasurer, etc. But for this meeting, request that a volunteer act as a temporary Secretary for the meeting. This person will need to:

- Take notes at this meeting
- Type and print the notes for future reference

COMMUNITY SERVICE HOURS TRACKING (2 MIN.)

Hand out community service hours tracker and explain:

- Students can track their community service hours every time they are doing YOU MATTER™ Club activities, including attending meetings. They can use a school form or the EMM form
- This is not required of members, It is strictly optional
- However, EMM does want to collect the total hours for every club for the year. So it would be cool that by the end of the school year, the club could add up the hours and communicate this to EMM at edu@everymondaymatters.org
- A club may choose to set a goal for how many hours of school and community service they would like to achieve
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GROW MEMBERSHIP ACTIVITY (10 MIN.)
The group should choose methods they can all use to help pull in more members. Suggested activity:

- Break the large group into two or three smaller groups and have them brainstorm how the club could help get more members to start (allow 3-5 min. for the brainstorm)
- Have groups share their ideas and list them on a flipchart or whiteboard for all to see
- Choose the top 2-3 ideas:
  - Ask the group to rank ideas by simplest to hardest to execute. (Put a 1 next to the super-simple ones, 2s by those that are a bit harder, etc.)
  - Ask the group to then rank which ideas would be most effective. (Put a 1 next to the most effective, 2s next to somewhat effective, etc.)
  - Propose the group use the top two ideas that are both simplest and most effective. (Lowest combined simple+effective scores)
- Discuss how to complete these activities
- Be sure the designated secretary documents the “who, what, when, where, & how” details
- Be sure the Secretary records who is going to do what to help promote the You Matter™ message this coming week or two and how they’ll do it
- Ask the Secretary to review this information to be sure everyone is clear on these “Grow Membership” actions the group has agreed to
- Encourage all club members to share this message with other people they know too, such as their teachers, family members, friends outside of school, etc.

MONTHLY OR WEEKLY YOU MATTER™ PUBLIC SERVICE ANNOUNCEMENTS (10 MIN.)
Introduce the idea of spreading the Monthly and/or Monday theme messages.

- It is up to the team to decide if they want to do Monthly or Monthly and Monday themes
- Emphasize the themes are designed to help students remember how much they matter
- These provide them with fun and interesting ideas that can help them to connect to what’s important to living a healthy, fulfilled life while also considering others, their school, the community, and the world

Offer some ideas for how they can share these themes. The same or multiple methods could be repeated weekly or could be rotated.

- Monday or Month Public Service Announcement – participate in monthly or weekly school announcements broadcast
- Social Media Campaign – post to school’s Instagram or Twitter handle
- Monday or Month Post-it Campaign – use post-its that say “You Matter™” and the Month or Monday message on lockers, books, desks, bathroom mirrors, etc.
- Club-made Posters – hand-made posters put up throughout the school
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PSA CONTINUED (10 MIN.)
Ask for volunteers to choose which way they would like to help spread the Month and/or Monday message.

◆ If the club wants to do a weekly message, they could divide into Monday teams who can try multiple ways to spread the word
◆ If they choose to do only the Month message, they can divide into teams that will communicate the Month theme in different ways (e.g. a poster team, an announcement team, etc.)

Have club members agree to how they want to spread the chosen message of the Month/Week.

◆ Make sure the Secretary makes a note of who is signing up to do what
◆ Use flipcharts to organize this information if it helps

WRAP-UP (2 MIN.)
Thank everyone for coming and for volunteering to do their part to spread the You Matter™ message and sharing the EMM messages to inspire students. Then, set the next meeting date and time.