INTRODUCTION

School-based YOU MATTER Club events and activities are all about helping people experience how much they matter through their positive actions (no matter how small).

This handout can help your club plan your first event, activity, or project... “Pop-Up Do-Good Project.” As your club gains membership and momentum, these same steps can be applied to even bigger school, city, or countywide projects. The only difference will be that you’ll need to add time to each of the steps before executing your plan.

Thanks for knowing that “You Matter.” And double-thanks for helping to make it possible for others to see how much they matter too. Awesome stuff.

EMM MONTHS AND MONDAYS

The EMM Annual Calendar is a great source of inspiration for your YOU MATTER Pop-Up Do-Good Projects. Check out the latest calendar. You’ll see that each Month has a theme and that the Mondays within each Month relate to and build on that theme. These Months and Mondays are what drive our monthly YouTube videos and social media communications at Every Monday Matters. In other words, we are already creating things (social media images, videos, tweets, etc. that you can use to promote your club and to have a plan to follow). Also, this is the same thing that every YOU MATTER Club is following, so you are connecting to a larger movement of students across the country. Imagine thousands of YOU MATTER Clubs all across the country planting trees on the same week or sharing their smile “selfies” on Instagram? Could your club be the one that does the most? We think so. Or, how many can we do together as one giant, connected club? A heck of a lot.

POSITIVE ACTIONS AND EXPERIENCES MATTER

Before going any further, we want to explain one important thing. We believe that positive actions and experiences matter. In other words, when people do something that is good for the world, they will in turn, feel good about themselves. But one of the key words in that sentence is the word “do.” This is not learning from a book or from what someone tells you, this is learning from doing and experiencing it for yourself. So, your events/activities/projects should always be designed as hands-on, action-oriented experiences. This is called Kinesthetic Learning or Project-Based Learning or Experiential Learning. In short, experience is the best teacher. So consider the significance of this when planning your “experiences.” We want people to experience how much they matter. Then it is life changing.
START PLANNING

STEP 1 - PICK A MONDAY:
Look at the upcoming months’ themes for the entire year and pick one Monday from each month for which you are going to build a Pop-Up Do-Good Project. The Mondays you pick should be ones that inspire your club and seem like they would be a natural fit for your school. Here is an example:

MONTH: “Monday Gets Inspired”
OUR MONDAY: “Stand Up for Something”

Note: Picking one Monday for your Pop-Up Do-Good Project does not mean that your club should ignore the other Mondays of the month. This is Every Monday Matters, not “One Monday Per Month” Matters. So, every Monday, we want you making your school announcements, sharing information on social media, and making your Monday matter. The idea of this Pop-Up Do-Good Project planner is just to help you take one of the Mondays each month to another level. Hence, one Pop-Up Do-Good Project per month, thereby giving more people an opportunity to experience how much they matter. Once they experience it, they will want to join your club to start making every Monday matter. Make sense?

STEP 2 - PICK AN IDEA:
Use your Monday theme as the basis for brainstorming your Pop-Up Do-Good Project. Zero in on the idea that the majority of club members believe is strongest and provides an experience for everyone who participates in the project. See how the process starts to build. Here is an example:

MONTH: “Monday Gets Inspired”
OUR MONDAY: “Stand Up for Something”
POP-UP PROJECT: “Our Hometown Heroes – Alumni Veterans Rally”
DESCRIPTION: Invite students to meet and hear school alumni who joined the military or are military Veterans speak at a lunch rally. Veterans will talk about their service and things they feel strongly about standing up for. Have all students write a note of gratitude and hand deliver them to the speaker.

GOOD GOAL: Students will show appreciation for Veterans | At least 50 notes of thanks for Veterans
**STEP 3 - MAKE A PLAN AND RUN WITH IT:**

Work as a team to list the steps necessary to run your project. Outline how it would work, then back into that plan by listing who can do what and by when and what supplies/materials will be needed.

Here are a few tips to help:

- See the “Fundraising 101” resource for ideas on getting donations or fundraising, if you need money for your project. Be sure to follow your school's rules for fundraising. Any funds raised must be managed and tracked according to your school's requirements. Work with your club advisor and school administration on these details.

- Develop a promotion plan to build interest and engagement for your upcoming project.

- Check on safety and sign-off requirements. In all cases, school activities must comply with school requirements for safety, supervision, and approval. Work with your club advisor and school administration on these details.

- Keep in mind that your Pop-Up Do-Good Projects can be led or co-led by different club members each time. Everyone in the club should still help out. But it can make things go a lot smoother if one or two people are in charge of making sure all the people, stuff, promotion, etc. are in place.

- Invite another school club to get involved if their goals are similar to your Pop-Up Do-Good Project’s theme and goal.

**STEP 4 - STICK TO THE PLAN:**

Use club meetings to review your plan and progress. Be sure to tie up any final to-dos before the big day. If you don’t meet often, then be sure to set up a regular and reliable way to communicate with each other while organizing your Pop-Up Do-Good Projects. Everyone needs to be on the same page.

**STEP 5 - DO IT:**

Let the fun begin... it's time to run your Pop-Up Do-Good Project. This is where all of your planning, leadership, and team-building skills come into play. Enjoy that you created an amazing opportunity for your schoolmates to understand how much they matter. Job well done.

A few things to do during the actual project:

- Check out people's reactions (Are they frowning at first and then smiling by the end?)

- Encourage people by expressing how much you appreciate their efforts and that they matter.

- Take pictures and spread the word through social media and your school’s website.

- Ask people to share their thoughts and feelings in the moment and afterwards.

- Ask students to join the YOU MATTER Club.

- See what people do as a result of their experiences.

If it was just a quick and easy activity... let it just happen and have fun while in the moment. If it’s a bigger project or event, be sure to check in with club members during the event and be prepared to make adjustments. But at the same time, have fun with it.
STEP 6 - RECHARGE AND REFLECT:

Numer uno: Everybody exhale now. You did it. But this final step is really important. It is time to celebrate and reflect on your hard work and your results. This should also be a really fun step and hopefully it generates some good laughs. Even if something didn’t go as smoothly as you want it to go, we can still smile and chuckle about it. Celebrate what was achieved, even if you did not achieve everything you set out to accomplish. It’s all good.

Here are some good questions to help start your discussion:

- How many people participated?
- Did we meet our Do-Good Goal?
- What did we love about our effort?
- What did we learn as a result of our effort?
- What do we look forward to on our next project?

You might even want to wrap it all up by filling in the blanks of these three statements:

1) I mattered to this effort by __________________

2) You, _____________ (dedicate to someone in the club), mattered to this effort by________________

3) We mattered because we __________________ as a result of our club’s teamwork

Now all that’s left to do is to REPEAT. Do steps 1-6 again as often as you want. Get ready, because next month will be here before you know it. So, look at the upcoming Monthly theme, pick your Monday, and start planning your next YOU MATTER’ Pop-Up Do-Good Project. Oh, and just so you know, they get easier each time. Remember, experience is the best teacher.

YOU MATTER’