



# SADD Campaigns and Activities: Holidays

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Trick - 0 - Spreading the Safety Message- Have SADD members go around to the elementary schools during the Halloween season dressed up in costumes. They should pass out candy to the students to warn them not to take candy from strangers.

Summer Safe Cards- As students leave school in June, give out cards that read "Be back in the fall." Get local merchant to offer a one-time discount with the card. Do the same thing for the incoming freshman with "Welcome to Any Town High -- Join SADD!"

Back to School Theme- Plan a kickoff publicity campaign: "Friends are forever, Drugs are NOT!"

Holiday Baskets for Needy- Make a basket for a needy family, complete with food for a great dinner. (Do something at Thanksgiving, Christmas or Easter.)

Secret Santa- Sponsor a Secret Santa project during the last week of school before break.

Mistletoe Message- Tie mistletoe to car antenna with the message, "If you decide to drink and drive -- kiss it good-bye."

April Fool's Day- Organize a day of "I'm no fool ... I'm drug-free" campaign. Give out stickers, pledge cards, etc.

Package Buy-off- Have community businesses donate items to wrap (radios, CDs, posters, etc.). Have students buy \$1 chance to pick a box. Fill many boxes (different sizes and with weights in them) with coupons for free movies, hamburgers, etc., or with a message attached to a SADD button.

SADD Ornament- Many schools put up a Christmas tree. Make the -top decoration something symbolizing SADD and hope for a safe holiday.

Faculty Follies- Have faculty and parents get involved with a program (songs, skits, etc.) during the last day before the holiday break.

Valentine Messages- Give or sell carnations or buttons with the message saying, "I don't drink and drive because I love \_\_\_\_\_."

Parents' Party Guide- Put together a party guide for all parents and distribute during prom/grad season. Include parent responsibilities, laws concerning teenage drinking, and ideas for safe sober fun.

Fashion Show- Sponsor a SADD Tux and Gown Fashion Show. Have students for models and have local merchants help supply gowns and tuxes.

Announcements- Have announcements each morning that have to do with drinking and driving statistics. Make them at a set time each day or, if you are having a one day event, do them during each class that day.



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Decorate the Community- Have a tree decorated with red ribbons with names of victims of drunk driving crashes attached.

Coffee House- Sponsor a coffee house with coffee, juice, tea, and soft drinks. Use a 60's theme!

Sign Signals- Develop and distribute bar signs - "Please don't ask me to serve minors," or "This state is tough on drunk drivers!"

Welcome Wagon- Offer information about SADD to the Chamber of Commerce, Welcome Wagon groups, etc., to include in packets for new residents.

SADD Booth- Sell t-shirts, bumper stickers, pencils, etc. Also make available information about SADD, Contracts, etc.