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The
Power
Packet



Membership

The Power Packet

With school back in session, your SADD chapter has the opportunity to expand its membership, raise funds to organize activities and events that promote the SADD message, and collaborate with parents, teachers and other community members. This booklet is designed to help you maximize your time and efforts as your chapter works toward ensuring the safety of the youth in your community.

Reflection: Promoting a Positive Image

THE 6 RS OF MEMBERSHIP, COMPILED BY THE FLORIDA PEER EDUCATION STAFF, ARE LISTED BELOW. THESE SUGGESTIONS SHOULD HELP GET YOUR CHAPTER'S MEMBERSHIP DRIVE STARTED OFF ON THE RIGHT FOOT!

Some SADD chapters struggle with an image problem because students think that the members are trying to stop them from having fun. Nothing could be further from the truth. SADD members are trying to make the middle school and high school years more fun, enjoyable and, above all else, safe.

- Think positively! Remember that if you spend more time building a fun, positive image, you won't have to fight a negative one.
- Always think about your image and how members' behavior affects the group.
- Promote your chapter's "No Use" policy, but remember that although this policy does not condone the use of alcohol and other drugs, it does not mean that you should exclude those who do use these substances. SADD is an inclusive club.
- SADD chapters have a strong concern about many of the behaviors that are often associated with abusive drinking: violence, poor grades, sexual assault, and low self-esteem. Spell these out to the community so that if your motives are questioned, you can show what you are working for and against.
- Define your mission in terms of overall health issues. Promote healthy lifestyles, positive choices, and the safety of the entire community.
- Have as one of your goals making the school more fun! Co-sponsor existing events, such as school dances or carnivals, if you are just getting started. The more experience your chapter gets in planning events, the more elaborate they can be.
- Use the term "responsible decision-making." Remind students that if they make safer decisions, they will be happier and healthier.
- Emphasize that your members struggle with the same issues and choices as everybody else does.
- Try to avoid using "can't" and "don't" when promoting your message.
- Invite members of other clubs in your school to attend your meetings. Foster opportunities for your groups to work together.
- Use sidewalk chalk to spread your message around the school.
- Avoid scare tactics in your programming. Crashed cars and tombstones have their place in programming but should only be a part of your efforts.

Recruitment;

Tips for Recruiting New Members

It is important to remember that everything your chapter does contributes toward its overall image. Students will decide to join your SADD chapter based on what they see and hear about your group. Recruiting is a year-long, continuous process. Always be prepared to discuss how students can join your chapter.

- Remember that personal contact is more effective than distributing flyers. Nothing can replace the simple act of getting to know people and asking them to join your group.
- Make a brief introduction of your organization at other clubs' meetings. Remember that some of the best leaders in your school are probably involved in other clubs, so go shopping for members.
- Co-sponsor events to gain publicity for your SADD chapter.
- Don't expect individuals to find the motivation to come to a meeting in a room full of people they don't know. Offer to meet new members at a central location and walk with them to the meeting. Be sure to introduce everyone to each other before the meeting begins.
- Free food is always an incentive for prospective members. Having snacks at meetings regularly will encourage people to return (especially if your meetings are after school). Ask each member to provide snacks once or twice a year. Decide on a theme for each meeting and ask people to bring snacks that match the theme.
- Recruit fellow students based on the issues that interest them. Ask them to work on a specific campaign or project that suits their interests and talents.
- Pair up returning and new members to complete tasks and serve on committees. Don't allow all the returning members to work together; the success of your program rests on their ability to spread their knowledge and know-how. Your chapter's success also relies upon the incorporation of fresh ideas and perspectives that can only be offered by new members.
- Make your own recruitment video, perform skits, or make announcements to the entire student body. Remember to make your chapter look like fun!
- Ask a local pizza merchant to stick SADD flyers on delivery boxes. They will reach a huge number of middle school and high school students and their parents.



Retention: Tips on Keeping Members Motivated

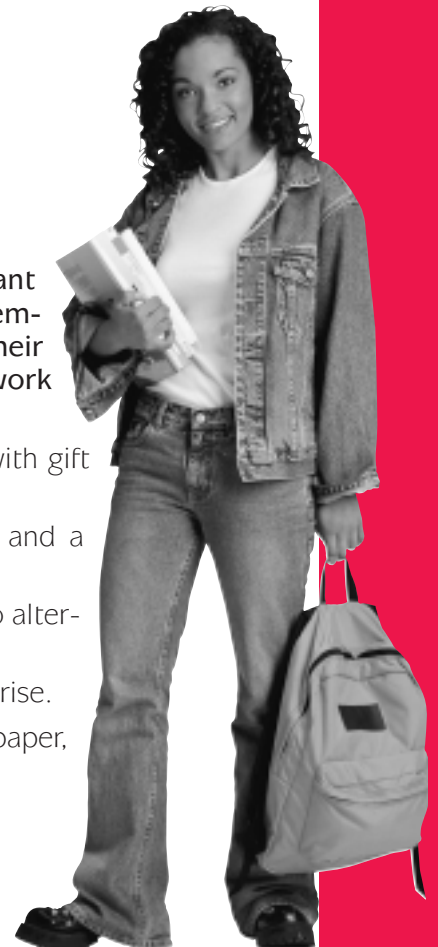
It is important to continually motivate your members. Find creative ways to motivate your members and let them know they are appreciated.

- Send as many members as possible to conferences and trainings. Not only will students welcome the break from school but they also will have an opportunity to network with students from other schools and to learn something.
- Establish a point system for members. Award a certain number of points for attending meetings, working on campaigns, etc. Give the highest point winners a small prize on a monthly or weekly basis.
- Always recognize and applaud achievements. Make certificates for the individuals or hang their pictures on a bulletin board along with a description of what they did.
- Acknowledge members' birthdays.
- Choose a member of the month. Highlight the person's contributions on a special bulletin board. Ask local businesses for small donations (such as free pizza or a car wash coupon) for your member of the month.
- Have a special seniors appreciation day in which your chapter recognizes the work of committed twelfth graders.
- Nominate your chapter for statewide or national awards.

Recognition: Tips for Recognizing Members

It is very important for all of your members to feel appreciated: recognize their specific contributions. If you value the work of your members, let them and the rest of the school know!

- Reward members for doing a good job on programs or activities with gift certificates to restaurants, movies, or concerts.
- Hold a members' banquet each semester. Present funny awards and a "Member of the Semester" award.
- Offer specific thanks to a few members at each meeting. Be sure to alternate who receives this praise.
- Accommodate members' personal needs and problems that may arise.
- Make sure that your chapter's photo appears in the school newspaper, the local newspaper and the school yearbook.



Revitalization; Tips for Making Meetings More Exciting

Finding a way to make your meetings more exciting is critical to retaining the members you have and keeping them interested. The energy you create in the meetings will flow over into your programs and affect members' enthusiasm.

- Start each meeting with a fun icebreaker.
- Introduce new members at the beginning of each meeting. If they are attending the meeting because a friend recruited them, be sure to recognize the recruiter as well.
- Always provide members with an agenda so they can follow along.
- Hold meetings outside when the weather is nice.
- Take a break in the middle of each meeting to play a silly game, such as musical chairs or Twister.
- Have a surprise party instead of a meeting; people will be sorry they missed it and will be more likely to attend future meetings to be a part of any surprises.
- Give prizes to members who attend ten meetings in a row.
- Ask members to tell jokes every 15 minutes.
- Allow the last 5-10 minutes of each meeting for members to socialize.
- Pass out fortune cookies at meetings and ask everyone to share their fortune.

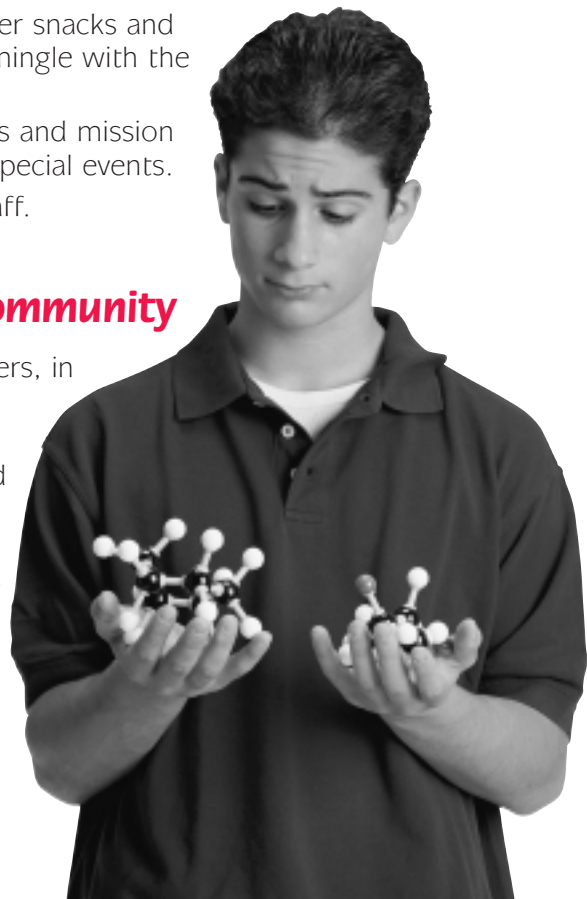
Resources

Tips for Gaining Faculty Support

- Host a SADD chapter/faculty social after school. Offer snacks and provide a chance for faculty and staff to meet and mingle with the SADD members in an informal setting.
- Send all faculty and staff a letter explaining the goals and mission of SADD. Invite them to attend your meetings and special events.
- Send birthday or holiday cards to the faculty and staff.

Tips for Gaining Support From Your Community

- Publicize your events and activities in local newspapers, in neighborhood newsletters, or at the supermarket.
- Work with feeder schools to increase membership. Have a representative from the middle school attend your meetings.
- Get your members to take part in a regular community service project. Mentoring middle school or elementary school students is a great way to start.
- Send information about SADD to local pediatricians to give to parents.

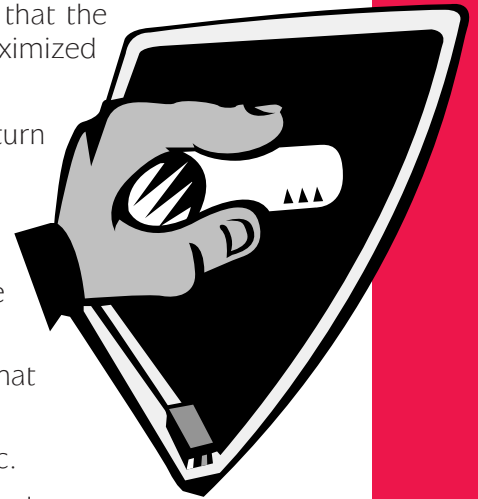


Fund-raising

Where to Start

Organizing a fund-raiser need not be a daunting task! Here are a few simple tips to get you started.

- 1 Decide what kind of fund-raiser you will have (see suggestions below).
- 2 Determine a date, time, and place for the event (and a rain date if necessary).
 - a. Be sure that you select a date that will not conflict with any other school events or with anything major going on in your city or town. If applicable, consider coordinating your event with one of these events.
 - b. Schedule your event at a time when you are likely to get the most volunteers and the most attendees.
- 3 Delegate responsibilities among the following:
 - a. **Chairperson** to oversee the organization of the event
 - b. **Publicity Committee** to promote the event within the school and to the general public
 - c. **Supply Committee** to procure necessary supplies or goods (baked goods, candy for sale, etc.) for your event
 - d. **Volunteer coordinator and scheduler** to make sure that the time and talents of everyone working the event are maximized
 - e. **Setup Committee** to prepare for the event
 - f. **Cleanup Committee** to clean up the location and return anything borrowed
 - g. **Donation Committee** to solicit local merchants and businesses for prizes, supplies, or money
- 4 Hold meetings regularly to monitor the progress of the committees.
- 5 Offer incentives to those selling tickets or to the class that purchases the most items, etc.
- 6 Promote your event in the school and to the general public.
- 7 Consider having a fund-raiser within a fund-raiser (a bake sale at your car wash?).
- 8 Write thank you notes to volunteers and donors.
- 9 Collect pledges if necessary.



Whom To Involve

Besides asking parents and teachers to sponsor or participate in your chapter's fund-raiser, don't forget these important people!

- School and SADD alumni
- Local merchants (They might donate goods and services for an auction or raffle or they might even be willing to match the money you raise.)
- Local media (Be sure to get press coverage for your fund-raiser; list it in the local newspapers, ask the local cable channel to announce it, or have local TV stations list it in their calendars.)

Special Services

Be sure to schedule these events on weekends, when you are most likely to involve the general public and when parents have some free time to help run the events.

- Car wash
- Dog wash
- Student services auction (baby-sitting, typing, car washing)
- Can recycling drive
- Face painting at the local mall or grocery store
- Baby-sitting at the local mall during the holiday season

Food Sales

Food sales can be especially effective at sporting events or school fairs.

- Bake sales
- Ice cream sundae sales
- Candy sales
- Popcorn sales
- Cake walk
- Birthday cupcake sales
- Pizza sales

Special Deliveries

The best timing of these events will depend on the holiday or time of year you are targeting. If the recipients of the deliveries are students, they would certainly enjoy receiving a special delivery during the school day, while Mother's Day deliveries might be best sent at the end of the school and work day or over the weekend.

- Kiss-a-grams (Hershey's Hugs and Kisses sold with a small message and delivered to friends)
- Sell flowers for Mother's Day, Thanksgiving, etc.
- Singing telegrams

Sports

These events will generate the most funds if they are held on a Friday night or a Saturday, when family members are more likely to attend and when students are looking for something fun to do.

- Local celebrity basketball tournament
- Softball game
- Powder Puff football game
- Bowling
- Gymnastics and cheerleading exhibition



Contests

These events should be scheduled during the regular school day. Contests can take place during lunch or recess or after school.

- Student vs. faculty sports contests
- Beard-growing contests
- Faculty baby picture or legs identification contest



Special Events

Depending on the kind of event you are planning, you may want to consider scheduling it on a weekend, when more people will be available to participate and to help or after school if you are targeting just students and teachers.

- Dance-a-thon
- Battle of the Bands
- 5K or 10K Walk/Run
- Schoolwide yard sale
- Potluck dinner
- Pizza lunch
- Barbeque
- After school or weekend Coffee House
- Pancake breakfast (cooked by your principal and teachers?)
- Raffles
- Auctions
- Talent show
- Faculty talent show
- Dunk tank
- Fashion show
- Mural painting (Charge people a small fee to participate.)
- Family bingo night
- Day out of uniform or dress down day
- Hat Day
- Pajama Day

Sales

Schedule enough time for printing any necessary materials; printers frequently need as much as a month to print t-shirts or stickers. Be sure that no other groups at your school are planning a sale at the same time so that you will get the maximum number of customers! Remember, you will need permission from the SADD National Office to reprint the SADD logo. Call 877-SADD-INC for more information.

- T-shirts
- Bumper stickers
- Stuffed animals
- Hats
- Candles
- Posters
- Magazine subscriptions
- Student discount cards sponsored by local merchants
- Bleacher seats
- Scratch cards
- Spring or fall flower bulbs
- Home first aid kits
- CDs or tapes of your school's singing group
- Video of your school's latest theatrical production

General

Solicitations

PURPOSE: To provide items and money that will help keep event costs to a minimum and to provide prizes that serve as incentives for students to attend various events.

It is important to be careful about whom you solicit. Only ask for support from those businesses that are patronized by students and parents from **your** school. Also, **it is critical to avoid duplicate solicitation**. Most businesses will be offended and less likely to contribute if more than one person contacts them for donations to the same event.

Most businesses will probably be willing to help in some way. You should start with a phone call and then follow up with a letter and an in-person visit if possible. When you approach businesses for support, be specific and offer suggestions for how they might help you. For example, ask a local supermarket to donate soda or the local video store to give you one free rental for each movie you rent for a substance-free party. Remember that gift certificates can be used as valuable prizes.

Be careful when approaching businesses. Ask politely and don't demand anything from them. Some businesses will give freely with no questions asked while others will want to know what's in it for them. *Don't overlook the loan of some items as an extremely useful donation.* Be willing to thank and promote donors publicly in your local newspaper and on signage at the event.

If you're a little nervous about approaching potential donors, work in pairs! Chances are you will be more comfortable if you have a friend with you when you ask for donations.

When soliciting donations, look for teen-oriented items or items that can be used throughout the school year at different events.

Here is a partial list of potential donors. Be creative when you solicit!

- Parents
- Civic organizations (Kiwanis, Rotary, Masons, etc., for facility use)
- Religious community (volunteers, food, activity equipment)
- Theaters (tickets, popcorn, posters, facility)
- Substance abuse prevention groups (door prizes, publicity)
- Hotels, motels (ice sculptures, food, door prizes such as gift certificates)
- Local caterers (party food, loaning of serving pieces, food planning help)
- Printing and copying businesses
- Grocery stores (party food, bags for storage and trash, door prizes such as fruit baskets)
- Local newspapers (thank you ad to sponsors, publicity)
- Gas stations (door prizes such as gift certificates)
- Hair and nail salons (gift certificates or free nail painting at the event)
- Restaurants (food or gift certificates for door prizes)
- Pizza shops (gift certificates or food)
- Flower shops (centerpieces that can be door prizes)



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- Congressional Representatives (support, publicity, door prizes)
 - Health clubs (free visit certificates)
 - Fast food restaurants (food, gift certificates, paper supplies) NOTE: Do not contact local restaurants if corporate offices are contacted, and vice versa.
 - Hardware stores (setup supplies such as hammers, nails, tape, etc.)
 - National chains such as WalMart, Target, Costco (Ask specifically for gift certificates, food donations, prize donations, setup materials, etc.)

... *And, most importantly, don't forget to say THANK YOU!*

Working with Parents

Parents can prove to be strong allies in the life of your chapter. It is important to provide them with as much information as possible; young people today are faced with more challenges, more decisions and more peer pressure than ever before. Parental understanding, guidance and assistance through the decision-making process are essential. Enlist parental support for your chapter early in the school year; parents may be willing to donate their time, their resources and their expertise, all of which will contribute to the overall success of your chapter. Moreover, the information on substance abuse prevention and other issues provided by your SADD chapter may be extremely valuable to some parents who find themselves struggling with their teen who may be making destructive decisions.

Consider playing an important role in your school's parents' night at the beginning of the school year. Doing so will allow your chapter and advisor to communicate directly with parents by talking or distributing literature. You can also provide the same information to parents in a mailing or on your school's Web site. There are several critical resources your chapter can provide for parents. Contact the SADD National Office at 877-SADD-INC or visit www.saddonline.com to learn more about the Contract for Life and "Opening Lifesaving Lines." SADD and Liberty Mutual Group have created some great parent materials in connection with their *Teens Today* surveys. Look for them, too, on the SADD Web site.

Parents should also be aware of the issues involved when their home is used for parties. Too often parents are unaware of the consequences when their son or daughter hosts a party. The host family might be legally responsible for anything that happens to a minor who has consumed alcohol or other drugs at their house. Parents might want to check with their insurance company about coverage and with the police department about consequences of violating the law.

If your chapter chooses to prepare its own literature for parents, here are some important points to highlight for parents. Please feel free to reproduce these pages and distribute them to parents and community members.



How To Survive

Your Teen's Adolescence

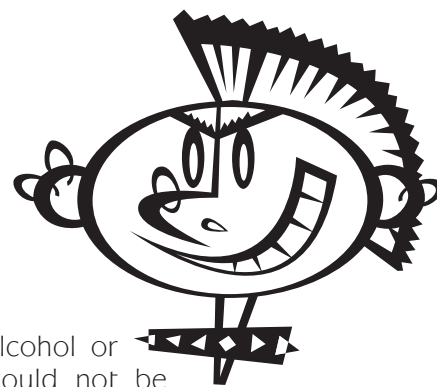
ADOLESCENCE CAN BE JUST AS DIFFICULT FOR PARENTS AS IT IS FOR THE TEENS THEMSELVES! YOUR TEENS WILL BE LOOKING TO YOU FOR ANSWERS, SO BE PREPARED!

Talking to teens about alcohol, tobacco and other drugs

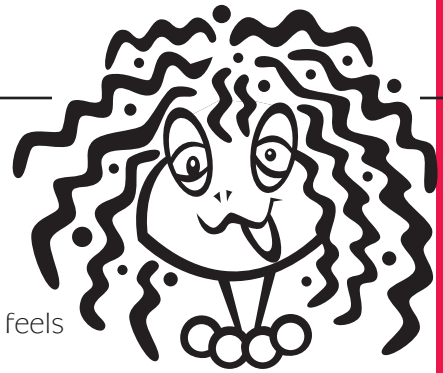
- **Begin early.** Don't wait until you suspect a problem.
- **Be specific.** Set a rule that you will not tolerate any use of alcohol or other drugs.
- **Be frank.** Tell your child about the dangerous consequences of using alcohol and other drugs.
- **Know the law.** Explain the law and the consequences of breaking it to your teen. An arrest for driving under the influence of drugs or alcohol or possession of illegal drugs can damage a child's chances of getting into college or finding a job.
- **Establish limits** and rules and stick to them. Set curfews! Say no when necessary and don't waiver. Kids want and need to know what their limits are.
- **Know their friends** and their friends' parents. Be sure you understand their curfews and rules. Know where your children are at all times.
- **Tell them** you will know if they have been drinking or doing drugs.
- **Talk to them** about how to refuse without embarrassment alcohol, other drugs or riding with an impaired driver.
- **Work out a plan** with your teen to call you if he or she is in a dangerous situation.
- **Assure your teens** that you love them even though you may be temporarily angry with them.
- **Set a good example.** If you have a drink as soon as you come in the door from work every day, take medication with alcohol, use drugs, or drive after you drink, you can expect your child to do the same thing. Remember, you are a role model; make sure you set a positive example.

When your teen hosts a party

- Create a list of invited guests, thereby eliminating an "open party" situation.
- Set beginning and ending times.
- Help your teen plan fun activities and food for the evening.
- Set the rules in advance.
 - Alcohol, tobacco and other drugs are prohibited.
 - Unknown or unopened packages will not be allowed.
 - When people leave the party, they cannot return.
 - Uninvited guests will not be allowed.
 - Limit the party to certain rooms.
 - Lights must always be left on.
 - If people arrive at the party after having consumed alcohol or other drugs, their parents should be called. They should not be allowed to drive away.



Think About It...



When your teen goes to a party

- Call the host parent to discuss the location, times and rules.
- Make sure that the parent will be home all evening to supervise.
- Provide your teen with an easy way to leave the party if he or she feels the need.
- Make sure that your teen can reach you at home or via cell phone or pager if there is an emergency.
- Be sure that your teen has a safe ride home.
- Stay up to greet your teen when he/she arrives home.
- Make sure your teen knows your plans and how to reach you at all times during the night.

When your teen goes on a date

- Make sure he or she has a cell phone or calling card and enough change to make several calls from a pay phone.
- Know exactly what your teen's plans for the evening are. Be sure you know where they are going and whom else they might be with.
- Establish a curfew and a specific time for your teen to call home during the date.
- Discuss with your teen what he or she should do in case of an emergency including physical assault, attempted rape and ingestion of date rape drugs such as GHB and Rohypnol.
- If your teen is driving, be sure that the car has a full tank of gas and an emergency roadside kit including a flashlight, flares, jumper cables, and first aid kit. Be sure that your teen knows how to use each piece of equipment. Also, give your teen a copy of his or her auto insurance information and the number for a local towing service in case of an accident.

When your teen baby-sits

- Go over emergency procedures with your teen. Be sure that he or she knows the phone numbers for the police and fire departments. Encourage your teen to ask the family for the name and number of a neighbor who will be home that night and is trusted by the family.
- Encourage your teen to take an American Red Cross baby-sitting class so that he or she is familiar with CPR and basic first aid.
- Remind your teen that if he or she is concerned that the parents for whom he or she has been baby-sitting are impaired by either drugs or alcohol, he or she should call home immediately for a ride to avoid the danger of riding with an impaired driver.

Notes



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