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**September Start-up**

**The Power of  
Friendship**

**Campaign Instructions**



# September Start-up

## The Power of Friendship Campaign Instructions

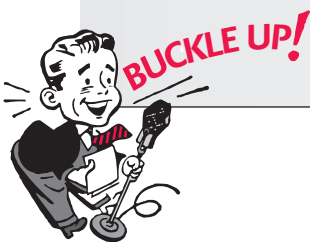


During the week of September 30 – October 4, your SADD chapter will join more than 1000 chapters nationwide by participating in the **Think About It...** September Start-up: *The Power of Friendship* campaign.

The SADD message is a powerful one. This is a great opportunity to reach out to everyone in your school and in your community by encouraging them to take responsibility for their safety and for the safety of their friends.

**Here is a sample schedule of activities that your chapter can plan.**

| DAY       | ACTIVITY   | MATERIALS NEEDED   |
|-----------|--|--|
| MONDAY    | <ul style="list-style-type: none"><li>• Surprise Seat Belt Survey</li><li>• Announcements</li></ul>  | <ul style="list-style-type: none"><li>• Data Collection Form</li><li>• PSA Scripts</li></ul>   |
| TUESDAY   | <ul style="list-style-type: none"><li>• “That’s What I Like About You” Best Friend Contest</li><li>• Friendship Tribute Wall</li><li>• Display Posters</li><li>• Announcements</li></ul> | <ul style="list-style-type: none"><li>• Nomination Forms</li><li>• Poster Templates (in folder)</li><li>• Butcher Paper or Posterboard</li><li>• Tape or Glue Sticks</li><li>• Paper</li><li>• PSA Scripts</li></ul> |
| WEDNESDAY | <ul style="list-style-type: none"><li>• Pledge Signing</li><li>• Display Table Tents</li><li>• Announcements</li></ul>   | <ul style="list-style-type: none"><li>• Pledge Banner, Pledge Cards</li><li>• Static Clings</li><li>• Table Tents</li><li>• PSA Scripts</li></ul>  |
| THURSDAY  | <ul style="list-style-type: none"><li>• Perform Skits</li><li>• Send a Friend-a-Gram</li><li>• Announcements</li></ul>   | <ul style="list-style-type: none"><li>• Skit Scripts</li><li>• Friend-a-Gram Forms</li><li>• PSA Scripts</li></ul>   |
| FRIDAY    | <ul style="list-style-type: none"><li>• Seat Belt Survey</li><li>• Announcements (including Contest Winner)</li><li>• Dance/Celebration</li></ul>  | <ul style="list-style-type: none"><li>• Data Collection Form</li><li>• PSA Scripts</li><li>• Balloons</li></ul>  |



# Activity Descriptions

## Monday

### Surprise Seat Belt Survey

- ✓ Determine the most used traffic entrances and exits around your school where students and faculty drive on and off the campus. *Do not announce this survey; you'll want to observe people as they normally drive.*
- ✓ Make copies of the record sheet provided in this kit and distribute to those who will be observing and recording seat belt use.
- ✓ Work in teams of three. Two people can observe while another keeps the record. Observe drivers and front-seat passengers.
- ✓ Give those who are buckled up a small reward (such as candy or a sticker).
- ✓ Consider making the seat belt challenge a contest among the different grades. Reward the grade with the highest number of students wearing seat belts with a pizza party, ice cream party or special activity.

### Announcements

- ✓ Using the public service announcements in the media kit, address the student body on your school's PA system each morning or at lunch. You can also be creative and write your own announcements.
- ✓ Be sure to announce the rest of the week's activities including locations and times. Remind everyone to bring in a photo of themselves with their friends to include on the Friendship Tribute Wall.

## Tuesday

### Poster Distribution

- ✓ Using the flier templates included in the folder, make copies and distribute them throughout the school.

### Friendship Tribute Wall

- ✓ Choose a central location in the school. Cover the wall with butcher paper or tagboard.
- ✓ Ask students to bring in pictures of themselves with their friends.
- ✓ Make colored paper in a variety of shapes available on which students can write a caption for their photo. Captions should be in keeping with the theme of friendship (e.g.: "I love your silly

sense of humor" or "This was one of my favorite days at the beach.") Have students affix their photo and caption to the tribute wall. If they don't have a photo, students should feel free to draw pictures of themselves and their friends so everyone can participate.

- ✓ SADD members should kick off the tribute by posting pictures of themselves and their friends. They can enlist their friends to join in, too.

### "That's What I Like About You" Best Friend Contest

- ✓ Create a simple nomination form. Provide enough copies for each student to nominate a friend. Ask students to write a few sentences about why their best friend is so special and what their friendship means to him/her.
- ✓ Ask members of your SADD chapter to vote on a winner. Announce the winner during Friday's announcements.

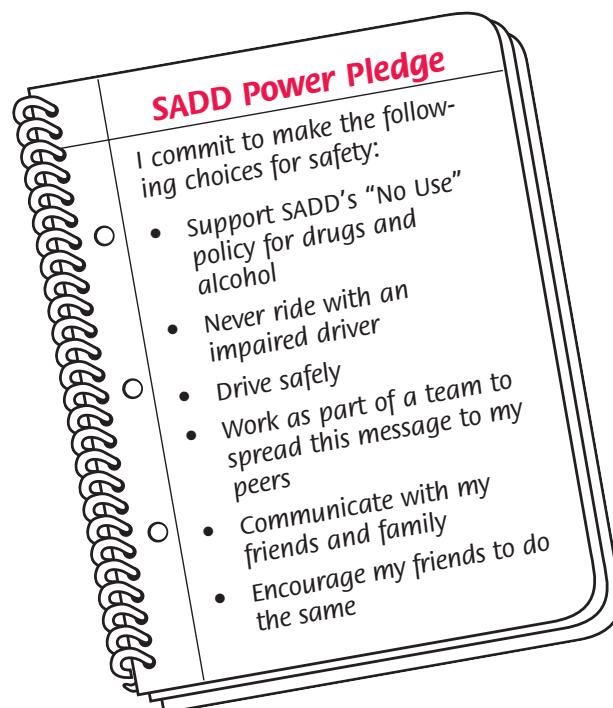
### Announcements

- ✓ Using the PSA scripts provided in the Media Kit, make announcements on your school's public address system or place a notice in your school's newspaper.

## Wednesday

### Pledge Signing

- ✓ Using the pledge poster and pledge cards enclosed in your campaign kit, encourage students to sign the SADD Power Pledge.



- ✓ Distribute the pledge cards to students and have them sign with a friend (note that there is room for two signatures at the bottom of the card). Reward students who sign the pledge with a static cling.
- ✓ Consider attaching all of the signed pledge cards and making a chain. Display the chain prominently in your school for the duration of the school year.

### Table Tent Display

- ✓ Assemble and display the table tents provided in the campaign kit. Put them in the cafeteria, the library, the computer lab and anywhere else students will see them.

### Announcements

- ✓ Using the PSA scripts provided in the Media Kit, make announcements on your school's public address system or place a notice in your school's newspaper.

## Thursday

### Send a Friend-a-Gram

- ✓ In the folder, you will find a template for various Friend-a-Grams. There are four different messages. Make copies of the template on colored paper and cut accordingly. Set up a table manned by SADD members where students can come and fill out a Friend-a-Gram that other SADD members will deliver.
- ✓ If your chapter is looking for a fund-raising opportunity, consider charging a nominal fee to send a Friend-a-Gram.
- ✓ To make the Friend-a-Grams more appealing, purchase Hershey's Hugs and Kisses to be delivered with the messages.

### Skit Performance

- ✓ Enclosed in your campaign kit is a script; feel free to adapt it to fit the needs and interests of your school. Perform the skit for the entire student body at an assembly or at lunch or go from room to room and perform it for individual classes.

### Announcements

- ✓ Using the PSA scripts provided in the Media Kit, make announcements on your school's public address system or place a notice in your school's newspaper.

## Friday

### Seat Belt Post-Program Test

- ✓ At the end of the week, return to the most used traffic entrances and exits around your school and conduct the same observational survey and calculate the impact of the campaign. Be sure to note the overall change in the number of students wearing seat belts between Monday and Friday.

### Campaign Conclusion Celebration

- ✓ Host a safe and substance-free celebration, such as a dance or a tailgate party, to celebrate the success of your campaign. If this is too big a project for your chapter, consider teaming up with another club or group in your school that may be planning such an event.

### Announcements

- ✓ Using the PSA scripts provided in the Media Kit, make announcements on your school's public address system or place a notice in your school's newspaper. Remember to announce the winner of the "That's What I Like About You" Best Friend Contest.

