With school back in session, your 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 maximize your time and efforts as your chapter works to ensure the safety of the youth in your community.
Membership
Reflection: Promoting a Positive Image

SADD chapters often struggle to increase membership because students believe that the club will prohibit them from having fun. Nothing could be further from the truth! SADD members strive to make the middle and high school years more fun, enjoyable and, above all else, safe.

• Think positive! Remember that if you spend the time to build a fun, positive image, you won’t have to fight a negative one.
• Always think about your image and how the behavior of each members affects the group.
• Promote your chapter’s “No Use” policy, but remember that while SADD does not condone the use of alcohol and other drugs, we are an inclusive club and do not exclude those who do use these substances.
• 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.
• Define one of your goals to make school more fun! Some ideas would be to co-sponsor existing events, such as school dances or carnival. The more experience your chapter gets in planning events, the more elaborate you can make them.
• Use the term “responsible decision-making.” Remind students that by making safer decisions, they will be happier and healthier.
• Emphasize that your members struggle with the same issues and choices as everybody else.
• Try to avoid using “can’t” and “don’t” when promoting your message.
• Invite members of other school clubs 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 part of your efforts!
Membership
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 continuous process. Always be prepared to discuss how students can join your chapter.

- 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 club meetings. 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 peers 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 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 request 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 fun!
- Ask a local pizza merchant to stick SADD flyers on delivery boxes. They will reach a huge number of middle and high school students and their parents.
Membership

Tips on Keeping New Members Motivated

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

• Send members to conferences and trainings as often as possible. Students will welcome the break from school and also have an opportunity to network with students from other schools and learn new ideas.
• Establish a point system for members. Award 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. The SADD national office offers scholarships and contests with cash prizes for Chapter of the Year, Advisor of the Year, and Activity of the Year. Learn more at www.sadd.org/contests.

Tips for Recognizing Members

It is important for all of your members to feel appreciated. If you value your members, let them know!

• Reward members for doing a good job on programs or activities w certificates to restaurants, movies, or concerts.
• Hold a members’ banquet each semester. Present funny awards “Member of the Semester” award.
• Offer specific thanks to a few members at each meeting. Be sure to alternate who receives this praise.
• Make sure that your chapter’s photo appears in the school newspaper and the school yearbook.
Revitalization

Tips on Making Meetings More Exciting

Finding a way to make your meetings exciting is critical to retaining the members you have and keeping them interested. The energy you create 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, like 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 surprise.
• 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.

TIPS FOR GAINING FACULTY SUPPORT

• Host a SADD chapter/faculty social after school. Provide a chance for faculty and staff to meet and SADD members in an informal setting.
• Send a letter to all faculty and staff explaining the goals of SADD. Invite them to attend your meetings and send birthday or holiday cards to them.

TIPS FOR GAINING COMMUNITY SUPPORT

• Publicize your events and activities in local newspaper or 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! Lesson plans can be found in the SADD Chapter Operations Manual at www.sadd.org/shop.
• Send information about SADD to local pediatricians, DMV, Insurance, Driving Schools, Auto Dealers and give to parents.
Fundraising

Where to Start

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

• Decide what kind of fund-raiser you will have (see suggestions below).
• Determine a date, time, and place for the event (and a rain date if necessary).
• 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.
• Schedule your event at a time when you are likely to get the most volunteers and the most attendees.
• Delegate responsibilities among the following:
  o Chairperson to oversee the organization of the event
  o Publicity Committee to promote the event within the school and to the general public
  o Supply Committee to procure necessary supplies or goods (baked goods, candy for sale, etc.) for your event
  o Volunteer coordinator and scheduler to make sure that the time and talents of everyone working the event are maximized
  o Setup Committee to prepare for the event
  o Cleanup Committee to clean up the location and return anything borrowed
  o Donation Committee to solicit local merchants and businesses for prizes, supplies, or money
• Hold meetings regularly to monitor the progress of the committees.
• Promote your event in the school and to the general public.
• Consider having a fund-raiser within a fund-raiser (a bake sale at your car wash?).
• Write thank you notes to volunteers and donors.
• Collect pledges if necessary.

NEW for 2016! Use the peer-to-peer fundraising portal just for SADD members! Create a page for your chapter or for each member, send the link to everyone you know and print it on your materials, your donors have the option to donate using their credit card. SADD national manages the technology and the administrative for you! Check it out at sadd.fundraise.com!
Fundraising

Where to Start

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
# Fundraising

## Where to Start

### 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
- 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. Email info@sadd.org for permission.
- T-shirts
- Bumper stickers
- Stuffed animals
- Hats
- Candles
- Posters
- Magazine subscriptions
- Student discount cards sponsored by local merchants
- Bleacher seats
- 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
What To Do?
SADD STRONG National Chapter Programs

SADD’s strength lies in numbers. To demonstrate our impact as SADD Nation, all chapters will conduct campaigns and activities at the same time of year to show that we are SADD STRONG!

With the help of our many partners around the country, SADD National has developed a collection of three programs that target our three core issue areas – Traffic Safety, Substance Abuse, and Personal Health & Safety. Implementing these programs qualifies chapters for the **WE ARE SADD STRONG Achievement and Recognition Program** described on page 14.

**October 15-21, 2017**
SADD chapters conduct Rock the Belt activities in conjunction with National Teen Driver Safety Week

**First week of February**
SADD Shines Week, held to celebrate SADD students and all you do and promote personal health and safety

**Anytime in April**
It Worth The Risk?, in conjunction with Alcohol Awareness Month

All SADD STRONG programs include an activity guide, packed with ideas and media templates. The activity guides aim to target three constituencies: schools, parents and communities.
What To Do?
SADD STRONG National Chapter Programs

In Every Seat, Every Vehicle, Every Time

Rock the Belt is a SADD national core program that uses peer-to-peer based prevention strategies to engage schools, parents, and communities about the importance of wearing seat belts in every vehicle, in every seat, every time. Chapters are strongly encouraged, but not required, to hold their activities from October 15-21, 2017 in conjunction with National Teen Driver Safety Week.

Here’s a glimpse of what you will find in the activity guide:

- Quick-Click Challenge, a fast-paced team competition to see who can click it in the least amount of time
- Seat Belt Survey, an assessment that measures seat belt use
- Chalk the Walk, seat belt reminders crafted in sidewalk chalk
- Seat Belt “Fasten” Show, a fashion show highlighting fun duct tape seat belts
- Living Seat Belt, a human chain around city hall to spread awareness and capture media attention
- And more!

These programs are FREE for all currently registered SADD chapters. Once you complete your annual chapter registration, your Advisor will receive an email with links to all the downloadable materials and templates.
What To Do?
SADD STRONG National Chapter Programs

SADD Shines Week: The Power of You
SADD Shines Week is a SADD national core program designed to guide teens, parents, and communities to celebrate SADD chapters and highlight the important issue of mental health awareness. Chapters are strongly encouraged, but not required, to hold their activities the first week of February 2018.

Here’s a glimpse of what you will find in the activity guide:
• SADD Shines Day, a day to celebrate SADD on Wednesday, February 1
• Reality Check, an elementary school mentoring program that focuses on body image and self-esteem
• Join the SADD Twibbon or Thunderclap campaigns
• Supporter Awards
• Organize a Walk or a Health Fair to bring professionals, organizations, and the community together to educate on mental health and wellness topics
• Sample PSAs, templates designed for SADD chapters to record for local radio media outlets
• And more!

These programs are FREE for all currently registered SADD chapters. Once you complete your annual chapter registration, your Advisor will receive an email with links to all the downloadable materials and templates.
What To Do?
SADD STRONG National Chapter Programs

Is it Worth the Risk?

*Is it Worth the Risk?* is a SADD national core program that uses peer-to-peer based prevention strategies to engage schools, parents, and communities about the real-life consequences of underage drinking. Chapters are strongly encouraged, but not required, to hold their activities in the month of April during Alcohol Awareness Month.

Here’s a glimpse of what you will find in the activity guide:

- Is It Worth the Risk, a skit and community panel aimed to engage parents and community members
- Safe Prom and Grad Letters to prom-related service providers asking them to help keep teens safe
- Prom Pledge
- Chain of Life
- Advocacy Activity: Social Hosting
- Bonus activity: Attend or watch online the April Symposium on Substance Abuse (Date/Time TBD April 2018)

These programs are FREE for all currently registered SADD chapters. Once you complete your annual chapter registration, your Advisor will receive an email with links to all the downloadable materials and templates.

Learn more about registering your chapter at www.sadd.org.
What To Do?
Additional Seasonal Programs for SADD Chapters

**Additional Seasonal Prevention Campaigns and Activities for SADD Chapters**

*Prom and Graduation:* SADD Think About It: Prom and Grad  
*Spring Break:* Think About It: Spring Break  
*Summer:* Think About It: SummerWaves

Looking for Classic SADD Awareness Activities like Chain of Life or Grim Reaper Day? You can find them on our website in the Chapters Only section. Your advisor will receive links to these resources once when they register for the current school year.

Complete your annual chapter registration at [www.sadd.org](http://www.sadd.org).

Another great resource is the SADD State Coordinator/Affiliate network. Many of our affiliates work in the field of prevention and are creating effective programs to use in schools and community groups. Check them out at [www.sadd.org](http://www.sadd.org) and click on Find Your State Coordinator.
SADD’s strength lies in numbers. To maximize our collective impact, all chapters in SADD Nation implement three national SADD STRONG programs that target SADD’s core issue areas. Implementing these programs also qualifies chapters for the ARE SADD STRONG Achievement and Recognition Program!

**ROCK THE BELT**

Activities occur during October in conjunction with National Teen Driver Safety Week  Oct 15-21, 2017

**SADD SHINES**

Activities occur during February to celebrate SADD students and promote personal health and safety

**IS IT WORTH THE RISK?**

Activities occur during April in conjunction with Alcohol Awareness month

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**SADDvocacy**

Activities occur October through June and are noted in the activity guide as Advocacy. SADD National office also hosts a number of other activities throughout the year that qualify for this program!

**How To: Earn Chapter Achievement Levels**

**ONE STAR**

Earn ONE STAR chapter level by completing and reporting on the two required activities from each of the three SADD STRONG programs.

**TWO STAR**

Earn TWO STAR chapter level by completing and reporting on the two required activities plus THREE additional activities from each of the three SADD STRONG programs, plus ONE SADDvocacy activity.

**ROCKSTAR**

Earn ROCKSTAR status by completing and reporting on the TWO required activities plus SIX additional activities from each of the three SADD STRONG programs, plus TWO SADDvocacy activities.

After you complete each campaign, fill out the included report form and send it to the SADD national office along with any photos/video so you can be recognized for your amazing, life-saving work!

Download the three free SADD STRONG activity guides and reporting forms at www.saddsaddstrong

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Keep an eye on the SADD Nation Facebook, Twitter and make sure you are signed up for the SADDvocate e-newsletter for notifications and Take Action! requests.
EMPOWERING TEENS

ENGAGING PARENTS

MOBILIZING COMMUNITIES

CHANGING LIVES

The SADD national office is located at:
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