

YOUTH FOR CHANGE ROADMAP

A Step-by-Step Process for Action or
Advocacy in Your Local Community



BOYS & GIRLS CLUBS
OF AMERICA

WHEN WE RAISE OUR VOICES, WE CAN CHANGE THE WORLD!

What is social justice? It's the pursuit of a fair and just society. A person seeking social justice confronts unfair treatment, discrimination or bias. You can raise your voice against unfair treatment, discrimination, bias or suffering through advocacy or activism.

Ready to become an advocate or an activist? Follow this road map to plan your journey!



How will our Club choose a project?

1. First, we'll discover and **THINK** about a **passion** we all share.
2. Next, we'll **LEARN** about and identify a **problem** related to our passion.
3. Finally, we'll think of how to **CREATE CHANGE** through a **project** that addresses the problem.

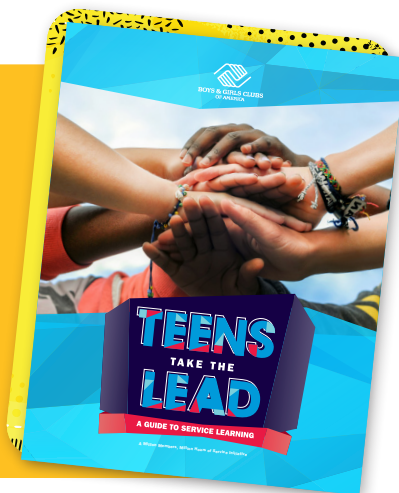
PASSION	PROBLEM	PROJECT
Youth Rights, Social Media	Human Trafficking	Develop a social media campaign to raise awareness about human trafficking and how it impacts youth. Project idea from Boys & Girls Clubs of King County
Fashion Design	Genocide	Develop a clothing line to raise funds for an organization focused on ending genocide. Project idea from Boys & Girls Clubs of Santa Monica
Entertainment and Events	Poverty and Health	Raise awareness of the impact poverty has on specific health conditions by hosting an educational event. Project idea from Children's Aid Society Boys & Girls Club of New York

Did you know?

The NFL is committed to conversations and actions that create a more equitable society. Inspire Change is the NFL's social justice initiative focused on police-community relations, criminal justice reform, education and economic advancement.

Talk with your group ways to partner with the local NFL team.

From sample emails to planning templates, **Teens Take the Lead** is full of resources for your social justice journey. **Blue page numbers** throughout this roadmap tell you right where to look in the guide. Available on <https://bit.ly/3wCtskD>.



STEP 1:

THINK - Discover Your Passion

While some youth already know their passion, others need more time to figure it out. A passion can be a skill, a talent or an interest – but it's more than just liking something. A passion is the reason you're in the world; it's your purpose; something that drives you to make the world a better place for others.

Individual Brainstorm

Use your journal to answer the following questions:

- What motivates me?
- What makes me feel most alive?
- What gives me joy?
- What activities make me lose sense of time?

Group Brainstorm

Get together with your group and use the ideas from your individual brainstorm and the information you gathered from your local NFL team, and put your heads together as a group to discuss:

What topics interest or concern all of us?

What are some common themes among our passions?



GATHER MORE INFORMATION

Call, email or send a letter to your NFL point of contact with the following:

- Information about the Inspire Change grant your Club received to support social justice efforts.
- Your desire to engage the team or a player in your efforts to elevate and lead a social justice project in the community.
- Questions about specific social justice initiatives they are working on and whether your Club can partner with them on a project.

STEP 2:

LEARN - Identify a Problem and a Topic

Next, we'll explore a community need we want to address. Even when communities are strong, they also have needs.



Individual Brainstorm

Use your journal to brainstorm answers to the following questions:

- What are some challenges facing your community?
- What needs are not being addressed?
- What community needs do you want to focus on?

Group Brainstorm

Get in your group and brainstorm answers to these questions:

- What would you like to improve in your community?
 - What causes these issues?
 - Why do you think they persist?
- If you had to pick the most important issue affecting your community, what would it be?
- How might addressing this issue impact your community to create lasting, positive change?

Vote:
With your
group, choose
a project topic!

For sample project resources
you can customize, visit the
Projects and Events section
of the Keystone Club Planner!
[keystoneclubplanner.org/
projects-and-events](http://keystoneclubplanner.org/projects-and-events)

GATHER MORE INFORMATION



Figure out what your community needs by interviewing stakeholders. Stakeholders are people in your community who can affect, or will be affected by the change you're trying to make. Take advantage of the following resources:

- Need help choosing stakeholders? Go here ([pages 33](#)) to narrow down your list.
- Not sure about stakeholder talking points? Go here ([pages 39](#)) to find tips for introducing yourself and sample questions to ask.
- If you're using email, go here ([page 40](#)) to find a template to reach your contacts.
- If you'd prefer to call, you can use this ([page 39](#)) script.

STEP 3:

CREATE CHANGE - Choose and Create Your Project

Your research is complete. It's time to plan a project that meets the needs of your community.

Individual Brainstorm

Journal using the following prompts:

- Summarize the stakeholders' most important issues.
- What resources are already in place and what resources are needed?
- Did the stakeholders suggest other partners or mention helpful tools?

Choose Your Project

- What type of project do we want to do?

- ☐ Direct service
- ☐ Indirect service
- ☐ Advocacy

- What is our project's purpose?

- ☐ Raise awareness
- ☐ Improve the community
- ☐ Solve a problem
- ☐ Help others
- ☐ Promote change

Create Your Action Plan

- What do you want to achieve? SMART goals are Specific, Measurable, Achievable, Relevant and Time-Bound.
- Vote on your SMART Goals.
- Fill in your action plan ([page 50-51](#))

Define Roles and Responsibilities

Sign up for tasks to complete your project. Not sure how to break them down? Go here ([pages 52-56](#)) for a template. Make assignments to complete your action plan!

PROJECT TYPES

DIRECT SERVICE – directly meet a need (e.g., build a trail, mentor other youth, visit the elderly)

INDIRECT SERVICE – support direct service (e.g., organize volunteers, assist with mailings)

ADVOCACY – publically support a cause (e.g., speak at a gathering, lobby for change, educate others about an issue)

WHAT'S YOUR PURPOSE?

- ☐ **RAISE AWARENESS** by educating others about a need (e.g., organize a drug-free campaign)
- ☐ **IMPROVE THE COMMUNITY** (e.g., clean up a local park)
- ☐ **SOLVE A PROBLEM** (e.g., test water quality of a nearby lake)
- ☐ **HELP OTHERS** (e.g., organize a wheelchair basketball team)
- ☐ **PROMOTE CHANGE** (e.g., organize a carpool to reduce pollution)

Vote:
With your group, choose a final project!

For sample project resources you can customize, see the **Keystone Club Planner!**
keystoneclubplanner.org/projects-and-events

STEP 3: CREATE CHANGE - Choose and Create Your Project

Brainstorm:

How can we partner with our NFL team to elevate our collective work in social justice through social media platforms?



Evaluate and Discuss

Get together with your group and discuss your project. Use the following questions as prompts for your discussion:

- Did the project have the impact you hoped it would?
- Did you meet your goals?
- What aspects of the project went well?
- What has been challenging? What was done to overcome those challenges?
- What were your results (e.g., helped 20 youth after school for one semester; donated 100 canned goods to a homeless shelter)?

Reflection

Finally, use the following prompts to reflect on your service project:

- What are you most proud of? Excited about?
- How will this impact your future as a leader in the community?
- Are you feeling inspired? Did you make important connections?
- How did it feel to help your community?
- What did you learn about yourself and your community?
- How will you share the results of this project?
- How can you thank your stakeholders?

SMART GOALS ARE:

Specific – include the who, what, where and when

Measurable – determine how much change is anticipated

Achievable – accomplish the goal with available resources, funding and time restraints

Relevant – address the political climate along with the program and organizational goals

Time-bound – set a deadline for when each objective must be met

Remember these helpful tips as you work on your project:

1. **Talk and share often!**
Communicate about tasks to ensure they get completed.
2. **Be flexible and work as a team!** Things will not always go as planned. Challenges are opportunities to think creatively.
3. **Take lots of photos!** Pictures are amazing opportunities to document your work and share your progress – go here ([page 74](#)) for more ways to share results!