

YOUTH LEADERSHIP GUIDE

This guide supports senior school students and experienced youth campaigners to plan and lead Send My Friend To School campaigns.

An important audience for Send My Friend to School is younger school students. This is a knowledgeable and enthusiastic group to campaign with. Before you begin, make sure you agree your plans with your teacher and they have registered your school at www.sendmyfriend.org



1. TEACH YOUNGER STUDENTS

Teach the Send My Friend to School campaign to the other students in your school. This could be an **assembly** and/or **lessons**. You will need a teacher's help to organise your schedule, but the more of the planning you're responsible for the better. Practice your presentation or lesson with your friends first before doing it for real and remember to make a call to action. The 2022 PowerPoint will help you. Use it as it is or edit it to suit your purpose.

2. SPREAD THE SEND MY FRIEND TO SCHOOL CAMPAIGN TO YOUR OLD PRIMARY SCHOOL

Contact your old primary school and ask if you can present an assembly or lesson for Send My Friend to School. Your teacher will almost certainly have the contact details of local primary schools. This will give you the opportunity to develop your organizational and presentation skills. And remind your primary school teacher to sign up to the campaign at www.sendmyfriend.org

CAMPAIGN SAFELY DURING COVID-19



3. GET CREATIVE

Get creative and promote Send My Friend to School at your school. Think about how to use your art and craft skills to design posters and displays. Can the drama department help you to stage a stunt? Do you have the social media skills to hold a school Twitter or Instagram takeover, or design a page on the school website? Remember to agree your plans with your teacher before you begin

4. MEET YOUR MP

The main purpose of Send My Friend to School is to influence MPs and the government to support education for the world's most marginalised children. So why not arrange your school's meeting with your MP? It's much easier than you think and all the information you need is here <https://sendmyfriend.org/resource/mp-guide/>

5. WRITE A PRESS RELEASE

The local newspaper is often looking for stories, so write a press release and try to get your campaign into the local paper. Or you could write for your school website or newsletter. All the information you need is here <https://sendmyfriend.org/resource/press-guide/>

6. DO YOUR RESEARCH

Send My Friend to School and its partners regularly publish policy briefings and reports about the campaign's theme. These are at www.sendmyfriend.org and on partners' websites. Improve your understanding by reading some of these documents and include your learning in your presentations, meetings and campaigning. The 2022 Teachers Guide provides more information about the All My Friends Need Teachers campaign and links to the policy briefing

7. BECOME A CAMPAIGN CHAMPION

The Send My Friend to School Campaign Champions are a group of twenty outstanding Year 9 and Year 10 campaigners who join us every February as Send My Friend national youth leaders. Visit www.sendmyfriend.org for more information about how to apply.

**AGREE YOUR PLANS WITH YOUR
TEACHER BEFORE YOU BEGIN**

