NICKELODEON

OUR WORLD

PROJECT PLAYBOOK

CREATED IN PARTNERSHIP WITH

Aspen
CHALLENGE

Welcome to Nickelodeon Our World Playbook! A guide to help YOU make an impact on the most pressing problems in your community!

Kids can do anything! You have the power to create real change - but where should you start? Nickelodeon Our World wants to make sure that you understand how powerful you truly are. Our mission is to connect you with the tools and skills you may need to make a difference.

This guide will help you design a project around a problem you'd like to solve. You can choose a problem that feels important to you, makes you feel inspired, or that you just know needs to be changed. Then, you'll map out what your goals are and make a plan to get things started! From hosting a community-wide river clean-up to transforming an unused space into a community garden, no project is too big to TRY! Gather a team, get creative, and most importantly, remember you can do ANYTHING you set your mind to!

You and your team will learn A LOT from this guide. You'll also practice special skills like:
1. Agency: Taking action to create change.
2. Leadership: Finding the best path forward to achieve your solution!
3. Collaboration: Working together. Teamwork makes the dream work!
4. Resilience: Knowing that even when things go wrong, you can always bounce back.
5. Forward-Thinking: Recognizing that working towards the greater good helps everyone.
6. Journey Appreciation: Learning to trust the process, no matter where your project takes you!

THE PLAY BOOK

STEP 1: TEAM - ASSEMBLE!

Find your teammates! Teammates can be classmates, siblings, friends, sports team members anyone who shares a want to make a change!

Start by setting your team agreements. These are things that will help you work together as a team to make decisions about the project. Use the Team Agreement worksheet on the next page to help you write everything out!

Then, decide what roles you each want by figuring out your strengths, interests, and what your project needs. Do you need a spokesperson, a builder, a planner, or a painter? Or do you all want to do some of everything? Talk about how you'll make choices and how you'll fix disagreements. You may disagree on what color to paint a wall, what day to host a clean-up, or where to create a community fridge. Share why you think one option might be the better choice and vote as a group! You can do this by raising hands or by writing your choice and placing it in a box.

Being good teammates means making a commitment to treat one another with respect. Remember, everyone's opinions are important and together, you can make your project even better than expected. Hear everyone out, and be sure to include everyone at every step!

OUR TEAM AGREEMENT

OUR VALUES:

HOW WE MAKE DECISIONS:

HOW WE RESOLVE DISAGREEMENTS:

HOW WE OVERCOME OBSTACLES:

GAMIFY: HOW MANY POINTS DID YOUR TEAM EARN DURING STEP 1?

+2 — You learned something new about yourself or a member of your team.

+5 — Your team has created their Team Agreement.

+3 — Your Team Agreement is posted in your classroom/space for all to reference throughout the creation of your community change project.

POINTS FOR STEP 1: _____

Total possible points: 10

STEP 2: WHO IS IN MY COMMUNITY?

A community is a group of people who live, work, or use the same places or spaces that you do. You belong to many communities, like your class, school, neighborhood, and town or city!

Grab a trusted adult and your team and spend some time exploring your community. See if you can spot any problems that need to be solved! Is there a lot of garbage at your local park? Are there grocery stores with extra food that could be donated to a food bank? Is there a space behind your school that would be perfect for a new playground?

You can also try talking to people in your community to see what they would like to be updated, changed, or worked on. You can ask questions like...

What do you like about our community?
Is there a problem you see in our community that you'd like to be solved?
What change do you want to see?

STEP 3: PICK YOUR PROJECT!

Now that you know what needs changing within your community, it's time to decide how you and your team will help. Choose what your project will focus on! Interview your teammates, community members, teachers, or grown-ups and fill out the chart below. If you're having trouble deciding, here are some examples to get you thinking:

- Host a dig day to plant a garden
- Organize a community fridge or pantry
- Have a coding meet-up
- Reimagine how you can play at recess
- Start composting at home

These are just a few ideas to get you started. Remember, you can choose to focus on ANYTHING! Whichever project you pick, make sure everyone in your group is excited to work on it. Remember to collaborate.

PROJECT: _____

STEP 4: PLAN YOUR NEXT STEPS - THE S.M.A.R.T. WAY!

S.M.A.R.T. is a strategy that will help make sure you are working towards your project goals! What does S.M.A.R.T. stand for? Let's talk it through!

S is for Specific. Who is this project for? Who is going to be involved in making it happen?

M is for Measure. Once the project is over, how will you know your team made a difference? What can you count or MEASURE during the project, that will show your impact?
(Ex: If you're doing a food drive and collecting donations for a local shelter, you'll be able to MEASURE how many cans of soup you collect.)

A is for Action. What are the ACTIONS your group will take to make your change happen?

R is for Realistic. How much time do you have to commit to the project? Brainstorm with your team on how you'll get it done!

T is for Time. When do you want to have this project done by? Choose a date on the calendar for you and your teammates to work toward! (Remember the R - Realistic!)

Draft your S.M.A.R.T. goal on the next page!

SPECIFIC
(WHO WILL BENEFIT?)

MEASURABLE
(WHAT WILL THE IMPACT BE?)

ACTIONABLE
(WHAT IS THE ACTIVITY YOUR TEAM WILL DO TO
IMPLEMENT YOUR SOLUTION?)

REALISTIC
(WHAT MAKES YOUR GOAL POSSIBLE TO ACHIEVE?)

TIME-BOUND
(WHAT IS YOUR GOAL'S DEADLINE?)

PUT YOUR TEAM'S SMART GOAL INTO ONE SENTENCE BELOW:

STEP 5: GET OUT THE MARKERS!

Now that you've picked your problem and laid out your goals, it's time to get the word out about your project! Grab markers, paint, glitter, SLIME, or whatever else you need to get creative.

You and your team will be making fliers! These fliers will let your community know WHAT you're working on, WHY you're working on it, and HOW you'll fix it! It can also encourage others to join in and help out too. You'll need project logos, pictures, and any other key pieces of information you think your community will need to know!

4 M'S OF SUCCESSFUL COMMUNICATIONS

1. **Market: Who do you want to reach?**
   a. What is the age of the community you are trying to reach with your project?

   _____

   _____

   b. Where do these people hang out? Knowing this will be helpful when you want to put fliers up and get the word out about your project.

   _____

   _____

2. **Messages: What do you want to say?**
   a. What kind of information will let your community know how to get involved?

   _____

   _____

   b. Will you be hosting an event? Make sure to clearly state when, where, who is invited, and what to expect at the gathering.

   _____

   _____

3. **Messenger: Who can communicate your message?**
   a. Is there a member of your team who enjoys talking in front of a group? Put that person/people on it to get the word out to friends, family, and your community!

   _____

   _____

   b. What other adults can help you spread the word of your project? Teachers? Principals? Guardians? Siblings?

   _____

   _____

4. **Medium: What tools and channels will you use to promote your message?**
    a. Does your school have morning announcements?

_____

_____

    b. What local businesses may be willing to advertise your project?

_____

_____

NOW THAT YOU'VE FIGURED OUT THE 4 M'S, IT'S TIME FOR THE FINISHING TOUCH!! A LOGO!

A logo helps people know what the project is just by looking at it. Like our SPLAT - you know it's Nickelodeon just by that picture!

It's time for you to make your project's very own logo!
What is your team's name?

_____

Draw the logo   Draw a flier

NOW PUT IT ALL TOGETHER

Who in the community do you want to reach?

- _____
- _____
- _____
- _____
- _____

Where will you put out your fliers and other materials to reach that community?

_____

_____

_____

Who on your team and beyond will get the word out? How?

_____

_____

_____

STEP 6: IT'S TIME TO PUT IT IN ACTION!

Now for the fun part! You've done ALL the steps needed to map out your project with your team and now it's time to get redy to launch! How will you raise awareness about your project within your community? Who needs to know what you're up to so they can join your efforts? Before the big day, answer the questions below to make sure you have everything you need:

COMMUNITY CHANGE PROJECT LAUNCH OUTLINE

What is the issue you are trying to solve:

_____

_____

_____

Why are you trying to solve it:

_____

_____

_____

How are you trying to solve it:

_____

_____

_____

What tools do you need to put it into action:

_____

_____

_____

Where will you do it:

_____

_____

_____

When will you do it:

_____

_____

_____

How long will it take:

_____

_____

_____

Who will you tell:

_____

_____

_____

Why will you tell them:

_____

_____

_____

How will they know it's important:

_____

_____

_____

Whose help do you need and what do you need them to do:

_____

_____

STEP 7: IT'S LAUNCH DAY!

The day has finally come! You've got the project, the plan, a logo, the fliers (that helped get the word out), and so much more. You are ready to launch your project within your community! Make sure you and your team have ALL the items you need to get the project started...and go make some CHANGE!

STEP 8: RECOGNIZE ALL YOUR HARD WORK AND EFFORT!

CONGRATS! You and your team found an issue in your community, came up with a way to fix it, and put your plan into action! This is no easy task! Pat yourself on the back!

Now that you've done it, it's time to reflect. What went well? What could've gone better? Reflecting and discussing with your teammates will help you learn from your set-backs and celebrate your slam-dunks!

HERE ARE SOME QUESTIONS TO TALK THROUGH WITH YOUR TEAM:

1. How are you feeling now that you have completed your project?
2. What are you the proudest of?
3. If you were to design a community change project again, is there anything you would do differently?
4. What was the hardest part of creating and launching your community change project?
5. How did your team work together to overcome these challenges?
6. What is one thing you learned about yourself while completing your project?
7. What is one thing you learned about a member of your team while completing your community change project?
8. Would you want to do a project like this again? Why?

We hope you're as proud of yourself as we are! You picked out a problem in your community, gathered a team, made a plan, got the word out, and activated it within your community!

Now that you've got the skills, tools, and style to get the job done, we can't wait to see what other changes you can make. Remember, anything you put your mind to, you can do! This is YOUR world, YOUR voice and YOUR change to create!