Guide to Social Activism:
A PoP Teacher Tool Kit
Young people should be at the forefront of global change and innovation. Empowered, they can be key agents for development and peace. If, however, they are left on society's margins, all of us will be impoverished. Let us ensure that all young people have every opportunity to participate fully in the lives of their societies.

-- Kofi Annan
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Dear Educator,

Welcome to the Pencils of Promise (PoP) Social Activism Tool Kit! The components in this tool kit are broken down into three categories, each containing a number of activities for students to complete. The sections are as follows: lessons about social activism, ways students can raise awareness about the PoP Movement, and fundraising ideas. The 4 lessons about social activism (three for grades 3 and up and one for grades k-2) will provide your students with an introduction to social activism and, most importantly, will allow them to recognize that their voices and skills can be used to contribute to social changes. While we recommend that the activities in the last two sections be used to support the lessons on social activism, feel free to select lessons and activities in ways that work well within your classroom.

If you should ever run into any questions, no matter how small you think they may be, please do not hesitate to contact Jocelyn Kmet at jocelyn@pencilsofpromise.org. We are always here to help!

On behalf of all of us here at PoP, thank you for your daily dedication to inspiring, guiding, and supporting the world’s future leaders.

Sincerely,

Team PoP
**Important:** The following lesson has been created in PowerPoint format for your ease of use and can be accessed from our website. You should be able to simply go through the slides with minimal prep before the lesson. If you are unable to display the PowerPoint to your students, overhead sheets can be printed of the content.

### Student-friendly Objectives:
- I will identify and learn about three individuals who have led social causes
- I will identify the characteristics of a leader/social activist

### Materials:
- PowerPoint or overheads of PowerPoint
- PoP Student Workbook (access from website)

### Essential Questions:
Why are leaders/social activists important for global development?
What characteristics define a leader/social activist?

### Lesson Instructions:
**Major components:**
- Vocabulary (use workbook)
- Quick write (use workbook)
- Introduction to the work of 3 social activists

### Discussion Question(s):
What surprised you or interested you the most about these individuals?
What characteristics should leaders possess?
Which causes do you believe you would be interested in leading or supporting?
Which life experiences do you believe influence your interest in the cause you stated?

### Independent Work:
Students create a piece of writing that defines the social cause they are interested in and identify the factors in their life that motivates that interest. They can also add the characteristics and skills they possess that will help them contribute to this social cause.
The length of the document, along with any additional pieces such as watching for use of transitions, verbs, etc. can be specified by the teacher.
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### Student-friendly Objective:
- I will identify the eight Millennium Development Goals

### Materials:
- PowerPoint or overheads of PowerPoint
- PoP Student Workbook (access from website)

### Essential Questions:
What are the inequalities that you see in your community?
What are the inequalities you believe exist in the world? If possible, give examples.
What is the United Nations doing to help fight these inequalities?

### Lesson Instructions:
Major components:
- Vocabulary (use workbook)
- Quick write (use workbook)
- Introduction to Millennium Development Goals (use workbook)

**Discussion Question(s):**
What surprised you or interested you the most about what you learned?
What do you think are some of the major causes for these global problems?

### Independent Work:
In groups or individually, students create a presentation to inform the rest of the class about one MDG. They may benefit from going to [http://www.un.org/works/home.asp?lang=en](http://www.un.org/works/home.asp?lang=en) in order to hear individual stories of people affected by one of these inequalities and [http://www.beta.undp.org/undp/en/home/mdgoverview.html](http://www.beta.undp.org/undp/en/home/mdgoverview.html) to read more about the MDGs.
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### Student-friendly Objectives:

- I will list the factors that lead to inequalities in education
- I will identify the six goals of Education for All

### Materials:

- PowerPoint or overheads of PowerPoint
- PoP Student Workbook (access from website)

### Essential Questions:

What factors lead to inequalities in education? How do people contribute to perpetuating those factors? What is currently being done at a global level to improve educational attainment?

### Lesson Instructions:

**Major components:**
- Vocabulary (use workbook)
- Quick write (use workbook)
- Introduction to Education For All’s six goals (use workbook)
- Factors leading to inability to attend school (use workbook)
- Introduction to the lives of 2 children in different parts of the world

### Discussion Question(s):

What surprised you or interested you the most about what you learned?

What factors lead to inequalities in education?

How do people contribute to perpetuating those inequalities? What can be done to fix those inequalities?

### Independent Work: (Most likely for homework over a few days)

Students identify a class project that can be done to inform others in the school or community about the global education crisis or about Pencils of Promise.
**Important:** The following lesson has been created in PowerPoint format for your ease of use and can be accessed from our website. You should be able to simply go through the slides with minimal prep before the lesson. If you are unable to display the PowerPoint to your students, overhead sheets can be printed of the content.

### Student-friendly Objectives:
- I will understand the actions that people and organizations are taking to help the world

### Materials:
- PowerPoint or overheads of PowerPoint

### Essential Questions:
What are the some of the biggest problems that people can face in their lives? Who can help these people?

### Lesson Instructions:
#### Major components:
- People and organizations that make a difference
- How does Pencils of Promise help and why?
- Factors that affect kids from being able to go to school

### Discussion Question(s):
- What surprised you the most?
- What are some of the things that you would like to help others with?

### Independent Work: (Most likely for homework over a few days)
Students identify a class project that can be done to inform others in the school or community about the global education crisis or about Pencils of Promise.
RAISING AWARENESS
**PoP Headquarters Field Trip or Skype Session**

**Instructions:**

1. Email Jocelyn at Jocelyn@pencilsofpromise.org to set up an appointment for either a fieldtrip to the PoP headquarters in New York City or a Skype meeting.
2. You will see what the PoP world headquarters looks like, meet the PoP team and get your PoP questions answered!

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**Bathroom Stall Flyers**

**Materials:**

- Flyers
- Tape

**Instructions:**

1. Create a fun and informational flyer about Pencils of Promise.
2. Go to www.pencilsofpromise.org to find the main facts and goals of PoP or use a statistic about global education that you can put on the flyer.
3. Get the flyer approved by the school.
4. Tape them up on the inside of the door of each bathroom stall.

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**Chalking**

**Materials:**

- Chalk
- Information about Pencils of Promise (see the attached PoP FAQ flyer)

**Instructions:**

1. Make sure it is okay to write with chalk in the parking lot or sidewalk of or near your school.
2. Write facts about PoP and global education in chalk to grab people’s attention and raise awareness.
3. You can draw things like the PoP logo or pencils. Get creative!
# PoP Picnic

## Materials:

- Sign-up sheet
- Participation Award Certificates (see attached)

## Instructions:

1. Plan a gathering in a communal space in your school (i.e. the cafeteria, gym, or field) and host a picnic to raise awareness about PoP or even to celebrate the end of a PoP event.
2. You can invite other classrooms at your school and whoever was involved in the activity. Have the students invite their parents.
3. Post a sign-up sheet so people can write what they would like to bring (if there are food restrictions, just have your students bring their normal lunches or order pizza).
4. On the day of the event, set up blankets and kick things off with a quick speech thanking your guests for their support and tell them all about Pencils of Promise and the PoP mission.
5. If the picnic is the conclusion of a PoP event, you can pass out participation awards to those involved.
6. If you would like, you can pass around or have available a donation box. If necessary, contact Jocelyn to discuss the delivery of raised funds.
7. Share your efforts with the PoP family and community of supporters, send us pictures, videos, etc. via Twitter, Facebook and/or email.
FUNDRAISING
Start a PoP Club

Materials:

- PoP Club Sign-up sheet

Instructions:

1. Contact Jocelyn and tell her you are interested in starting your own PoP Club in your school! Feel free to contact her anytime if you have questions.
2. Talk with school officials/submit requests to get the club approved.
3. Put up the PoP Club Sign-up sheet for the class/school.
4. Alert everyone who signed up about the date, time, and place of the first meeting.
5. Explain PoP and make goals (i.e. Host one fundraising/awareness event every 6 months). Set up and schedule bi-weekly/monthly meetings and prepare topics for discussion (we recommend updates on the following: local and global education issues and efforts, PoP updates, your PoP Club upcoming events, etc.)
6. You can appoint or vote to have students be leaders of the club (i.e. you can have positions like Co-Presidents or have groups like an Event Planning Committee). The students can be given responsibility of the club and be in charge of everything from meetings to planning and executing events.
7. Review our toolkits for event ideas and start planning your first event!
8. Spread the word about the club throughout your school/community and inform them what you are raising money and awareness for! You can also use social media outlets such as Twitter and Facebook.
9. Share your efforts with the PoP family and community of supporters, send us pictures, videos etc via Twitter, Facebook and/or email.
# PoP Reading Rally

## Materials:
- School Newsletter Insert
- Sponsor Sign-Up Sheet (see attached)
- PoP Thermometer
- Participation Award Certificates (see attached)

## Instructions:
1. The PoP Reading Rally can be done with just your classroom or you can involve the entire school!
2. You can put the School Newsletter Insert into the parent or school newspaper to get the community involved.
3. Define either a classroom goal or have each student define their personal goal (i.e. To read 6 books in 3 months).
4. Have the students ask their family, friends and neighbors to sponsor them: For every book a child reads their sponsors will donate X amount of dollars. (Each student should have a Sponsor Sign-Up Sheet).
5. Designate the dates to begin and end reading.
6. Create a PoP Thermometer to track your class progress towards the goal.
7. The students can keep their sponsors updated on their progress via email, phone calls etc. and keep them excited about the PoP Reading Rally, perhaps if the student exceeds their goal the sponsors will double their pledge.
8. The students can share their efforts with the PoP family and community of supporters; send us pictures, the names of the books, videos, etc via twitter.
9. You can give a participation award to those students who participate. (See the attached Participation Award Certificates)
10. Contact Jocelyn at Jocelyn@pencilsofpromise.org to discuss the delivery of the raised funds.
PoP Tape Fundraiser

**Materials:**
- PoP FAQ flyer (See attached)
- Double stick masking tape

**Instructions:**
1. In a central place at school tape the words “Pencils of Promise” or “PoP” in giant letters and ask people to place coins on the tape to spell it out.
2. Hang PoP FAQ flyers by the tape so people can learn about PoP and the PoP mission.

Penny drive

**Materials:**
- Jars

**Instructions:**
1. Put a jar (can be as big or small as you want, i.e. a water jug) in every classroom and ask each teacher to explain PoP and the purpose of the penny drive.
2. Collect money for as long as you would like.
3. Once a week or once every two weeks collect all the money. Be sure to keep track of how much money has been raised and contact Jocelyn to discuss the delivery of the raised funds.
PoP Walk

Materials:
- Table (or a tent if necessary) to register participants
- Cash Box
- Pens
- Signs
- Blank email sign-up sheets

Instructions:
1. Contact Jocelyn and tell her you are interested in putting together a PoP Walk. Feel free to contact her anytime throughout the process if you have questions.
2. Pick a place and time to hold the event (weekends, local park, beach).
3. Put up sheets around school so those interested can sign-up to help organize and run the event.
4. Alert everyone who signed up about the date, time, and place of the first meeting.
5. Explain PoP and set dates for when things need to be done before the day of the event.
6. Email friends and family, put information in the newspaper and/or your school and community newsletters, hang fliers around school, in neighborhoods, and local restaurants and malls. Use social media outlets such as Twitter and Facebook. Information should include time, starting and ending point. You can ask people if they have a raffle or items for sale, etc.
7. Contact local government (parks department) to get required permits.
8. Buy or try to get supplies donated. Explain to the stores what you are doing for PoP (ask if you can speak to a manager).
9. Set up the event 1 to 2 hours prior to start. Have one supervisor to collect all donations and man the sign up table. Start the walk, have fun and be enthusiastic about what you are doing!
10. Share your efforts with the PoP family and community of supporters, send us pictures, videos, etc via Twitter, Facebook and/or email.
11. Contact Jocelyn to discuss the delivery of raised funds.
What is Pencils of Promise?
Pencils of Promise is a non-profit organization that builds schools in developing countries and trains young leaders to take action at home and abroad.

What is the PoP mission?
Pencils of Promise partners with local communities to build schools and increase educational opportunities in the developing world. We focus on early education, high potential females and empowering a new generation of passionate young leaders to create profound good.

What does the 51/49 model mean?
Our two-pronged mission is core to who we are and how we operate. 51% of the focus is on bringing basic education to children who need it the most. This will always be our primary objective. 49% focuses on empowering first-world youth to spread the value of social good. We believe there is a need to inspire young people and ignite their full potential to create change.

Why education?
We believe education is a right that should be extended to every child across the globe. It is our greatest tool for societal development, which is why we’re doing everything it takes to change the stats:

• 75 million children in the world live without access to education.
• Nearly 250 million primary school-aged children have to work to help their families.

Where and how do we build schools?
We begin with on-the-ground partners that share our approach to locally-sustained development. We then identify a high-need area and work with local leaders to understand the community’s needs. We don’t give handouts—we require each community to provide at least 10% of the funding (most often in materials or labor). The sense of ownership this creates in each community is the key to sustainability. We then provide the remaining funding, facilitate construction and provide long-term support. In less than three years we have completed 25+ schools.

How to get involved?
• Visit (www.pencilsofpromise.org/join-the-movement)
• Look us up on twitter @pencilsofpromise and facebook.com/pencilsofpromise
• Donate on pencilsofpromise.org

Email Joceyln@pencilsofpromise.org with any questions!
Certificate of Participation

Pencils of Promise presents

with this certificate of participation in the PoP Movement.

Your involvement has helped spread the word about the global education crisis and Pencils of Promise’s missions and goals. Thank you for being a vital activist and helping us support the further building of schools abroad.
**Student Name:** ____________________________

**Class:** ____________________________

**My Goal is to read** ________ books from (start date) to (end date).

I am reading to support Pencils of Promise, a non-profit that builds schools in developing countries and trains young leaders to take action at home and abroad. Sponsors can pledge per book I read or donate a flat fee.

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