Graduated from the George Washington University with a double major in Political Science and American Studies.

Began working as a Partnerships Manager at YSA September 2014.

Passionate about community service and mobilizing youth to conquer the issues plaguing their communities.

Has volunteered with over 60 different organizations in the DC metro area.
Our Speakers

- **AWARENESS**
  - Esther Pinnock from Jamaica
  - Esther is currently serving as an Atlas Corps volunteer [www.atlascorps.org](http://www.atlascorps.org). Previously served as the Executive Director of Citizens Advice Bureau (CAB) [www.facebook.com/cab.jamaica](http://www.facebook.com/cab.jamaica).

- **SERVICE**
  - Brother Will and Rob Lourcey from Fort Worth, TX
  - Will is the Founder and CEO of Friends Reaching Goals, Inc. (FROG) [http://www.willlourceyfrogs.com](http://www.willlourceyfrogs.com) and Rob is the CFO (Chief Fund Officer for FROG).

- **ADVOCACY**
  - Deepa Shankar from Chicago, IL
  - Education Partnerships Manager at Underwriters Laboratories Inc. (UL) [www.ul.com](http://www.ul.com).

- **PHILANTHROPY**
  - Teagan Stedman from California
  - Founder/CEO/Chairman of Shred Kid’s Cancer [www.shredkidscancer.org](http://www.shredkidscancer.org).
Twitter Chat—Share Our Strength

www.nokidhungry.org

- Use the hashtags to the right
- Ask questions, answer questions
- Share resources and ideas
- Network!

Use [http://tweetchat.com/](http://tweetchat.com/) and enter #GYSD.

#GYSD,
@YouthService,
@GenerationNKH
#NoKidHungry
What kind of project will you plan?

Awareness

Advocacy

Service

Philanthropy
ASAP - Awareness

We are our Network

• Atlas Corps Network Staff & Fellow 350 +
• Atlas Corps Nominator Network 3000 +
• Facebook 21,000 +
• Twitter 7,000 +
• LinkedIn 3,500 +
ASAP - Awareness

We are our Network

Strengths
• Consistent communication tools
• User-driven network
• Ease of use

Opportunities
• Metrics – How do we measure our effectiveness?
We are our Network

Know your message
Know your audience
Tell your story
Distribute message widely
Include a call to action

ASAP - Awareness
ASAP - Service

• Will and Rob
• 501c3 youth run organization which empowers, inspires, mobilizes youth to make positive change in communities
• Based in Fort Worth, Texas
• Raise money & awareness to fight hunger & food insecurity
• Empower youth to create a better world
What is Direct Service?
• Serving others and getting involved in a hands-on way

Why choose Direct Service?
• It’s cool!
• You see the results of your work

How we got started:
• Creation of FROGs
• Saw need for program to feed kids and empower them to be difference makers
Our direct service experience:
• FROGs Dinner Cub

Tips to Engage Others:
• See a Need
• Make a Plan
• Gather Friends…

• Change the World!
Advocacy is a comprehensive, ongoing process that grows and expands to help move forward an idea for a new law, policy change or other effort.
Why Advocate?

• Raises awareness
• Provides the opportunity to represent the “underrepresented”
• Influence public policy, laws and budgets
• Educate and influence government officials
• Engage the community
• YOU CAN AFFECT CHANGE
WHERE ARE YOU HEADED?

Your Advocacy Roadmap

1. Identify Your Issue
2. Develop Your Story
3. Define Your Request
4. Get the Facts
5. Find Allies
6. Get to the Right Person
7. Choose Your Tactics
8. Create a Detailed Plan
9. Take Action
10. Keep It Going!

Produced by the Commission of Dual DeafBlind and Hard of Hearing Minnesotans

Source:
Advocacy Steps: Getting to “Yes”

Evaluate Your Plan:

• What is the problem or need?
• What is the cause?
• Why do you need to address it?
• Who is your target audience?
• How will you communicate?
• What partners are the right fit?
• What is my Call to Action? (Ex. Give, Volunteer, Vote!)
• How will we measure success?
UL ADVOCACY

Key Factors to Success:

• LISTEN to local voices
• Create strategic relationships
• Dialogue WITH Government, not AT Government
• Engage public policy experts
• Develop deep network of NGOs and community partners with aligned goals and mission
• Include community leaders in all outreach efforts
• Reach out to local educational institutions
• Be prepared to operationalize plans FAST
UL is partnering with YSA by engaging youth in India to create safer roads and a safer India.

Through these programs, youth are:

- Raising public awareness about road safety
- Educating their peers and community members to increase safe behaviors
- Leading community service projects that engage volunteers in addressing road safety issues, and
- ADVOCATING for policies to increase road safety.
Tegan Stedman
15 Years Old
Founder/CEO/Chairman of Shred Kid’s Cancer
www.shredkidscancer.org
Located in California
What exactly is Philanthropy?

Philanthropy is generating support to improve lives mainly through fundraising.
Power of Youth Philanthropy – *do lemonade stands and bake sales really make an impact?*

Youth philanthropy raises money for the benefit of the community while building business and life skills.
• Tips to make the BEST Fundraiser. Ever.

B – BE YOURSELF / BUDGET

E – ENLIST YOUR FRIENDS, ADULTS, LOCAL ORGANIZATIONS. EVEN A CELEBRITY

S – START SMALL

T – SAY THANK YOU. A LOT.
Shred Kids’ Cancer Club

http://www.shredkidscancer.org/start-a-shred-kids--cancer-club-.html

• Follow this link if you are interested in starting a Shred Kids’ Cancer Club.
• Complete the application and we will send out a club tool kit.
• You can also download the toolkit and application through the download function of GoToWebinar.
Check out page 6 for a discussion on ASAP!

Service project toolkit for youth and adult mentors.

Available as a print copy for $2.00 or download for free as a PDF.

Provides the tools to make a difference with high-quality, high-impact service and service learning projects.

Download at www.ysa.org/resources
To download the ASAP Webinar Certificate:

- Save and print the certificate!

- We will send everyone who registered for this webinar an email with the link to the certificate.
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- Receive your badge!

- We will also send everyone who registered for this webinar the link.
Spread the Word

Creativity Webinar
Thursday, October 15 at 7:00 PM EST

Invite your friends and network to attend!

To learn more and register go to http://www.ysa.org/creativity_webinar