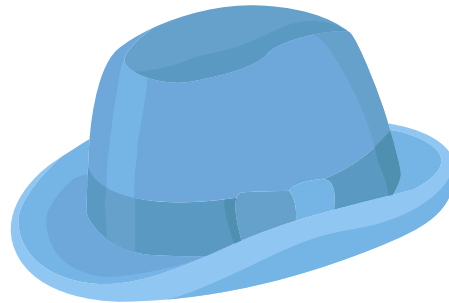
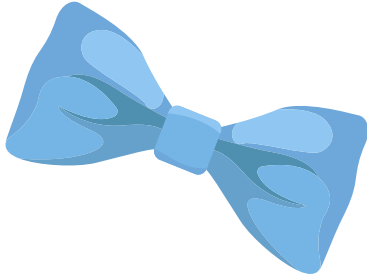


VARSITY // BRANDS

THE COLLECTIVE
STUDENT EMPOWERMENT MONTH



DAPPER WEDNESDAY

VARSITY // BRANDS
**BELIEVE IN
YOU**

GREAT GOAL [QUICK-START GUIDE](#)

PLAN, DO, STUDY, GROW LEADERSHIP CYCLE

Use this quick-start guide to inspire and empower your students to plan, do, study, and grow. This guide will launch student planning.

For more student leadership resources visit BelieveInYou.com.

BELIEVE IN YOU.COM

Sample GREAT Goal outline to help you run a
Dapper Wednesday Campaign
during Mental Health Awareness Month.



Goal
Name

Run a ***Dapper Wednesday Campaign*** throughout the month of May. Each Wednesday in the month students, teachers and support staff will dress-up as a way to show their support for mental health awareness.



Reason
for the Goal

This campaign demonstrates and builds awareness for the idea that dressing up and looking your best builds self confidence and benefits mental wellbeing.

- Read the paper, "[***The Mental Wellness Benefits of Dressing Well.***](#)"
- Watch the [***video about how "Dapper Wednesday" got started at Chelsea Elementary School in Maine.***](#)



Efforts
Required

- Form a team of students to lead this campaign.
- Recruit students, teachers and staff to participate in Dapper Wednesdays.
- Create posters and other promotional materials to spread the word prior to the first Wednesday in May.
- Kick-off the campaign on the first Wednesday in May.



Accountability
Team

- List student organizers:
- List faculty / staff advisors:
- List administrators and school counselors:



Timeline
for Results

Add Dates Below (Working Backwards)

- Kick-off the campaign:
- Promote the campaign:
- Create promotional materials:
- School-wide Recruitment:
- Form a Dapper Wednesday leadership team:

Blank GREAT Goal worksheet to help you create your own
Dapper Wednesday Campaign.



Goal
Name



Reason
for the Goal



Efforts
Required



Accountability
Team



Timeline
for Results