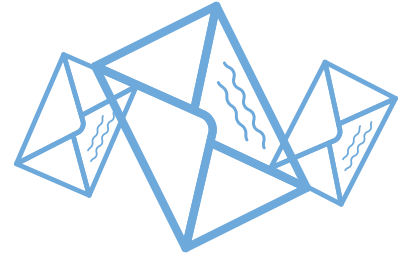
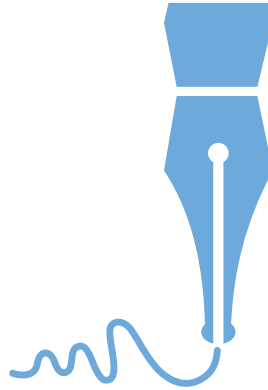
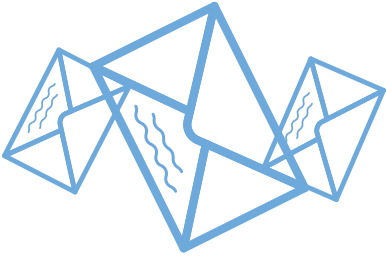


VARSITY // BRANDS

THE COLLECTIVE

STUDENT EMPOWERMENT MONTH



YOU MATTER

LETTER WRITING



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.

For Look for the Good resources visit – LookForTheGoodProject.org

BELIEVEINYOU.COM

Sample GREAT Goal outline to help you run a
You Matter Letter Writing Campaign
during Mental Health Awareness Month.



Goal
Name

Run a *You Matter Letter Writing Campaign* throughout the month of May with at least 3 letter writing collection events.



Reason
for the Goal

This campaign will build community on our school campus and give students, teachers, and support staff a boost of positivity during Mental Health Awareness Month.



Efforts
Required

- Get at least two teacher advisors to host letter writing, collection, and sorting events in their classrooms.
 - Advertise events. Student can come to an event and write letters or drop letters into collection stations set up around the school.
 - Create posters to explain the You Matter Writing Campaign to students and adults in the school building.
 - Run events, collect letters, deliver letters.
-



Accountability
Team

- Student organizers:
 - List faculty / staff advisors:
 - Letter writers (students and adults):
-



Timeline
for Results

Add Dates Below (Working Backwards)

- Deliver letters that were written and collected:
- Host at least 3 letter writing and collection events:
- Create and hang information posters explaining the campaign:
- Get paper, pens and envelopes for each event:
- Create/gather lists of people to write letters to:
- Find a core group of student leaders who will run the campaign:

Blank GREAT Goal worksheet to help you create your own
You Matter Letter Writing Campaign.



Goal
Name



Reason
for the Goal



Efforts
Required



Accountability
Team



Timeline
for Results