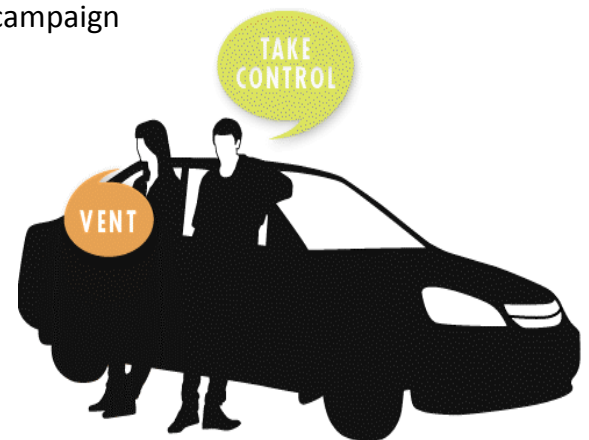


RIDE LIKE A FRIEND DRIVE LIKE YOU CARE

Student Leader STEP BY STEP GUIDE

Once you decide you want to help the student body be safer in their cars, present campaign information to your advisor and principal and secure their support

- Step 1** Go online and register at www.ridelikeafriend.com
- Step 2** Hold a meeting and get buy-in from teens
- Step 3** Approach the principal and discuss what's already on the calendar and other events that may fit best* with the campaign
- Step 4** Engage other school clubs to help plan and participate in this school wide campaign
- Step 5** Approach other teachers to discuss how they would like to support the campaign.
- Step 6** Prepare for first joint club meeting by going on-line and download possible activities, and materials
- Step 7** Hold first joint meeting and talk about why this campaign is different and requires every group on campus' support
 - Begin planning pre-campaign Generating Excitement activities:
 - By whom,
 - When
 - Where
 - Begin planning Campaign Implementation activities:
 - By whom,
 - When
 - Where during the week of the campaign
- Step 8** Ensure campaign is on school's calendar
- Step 9** Acquire posters and/or other materials such as stickers
- Step 10** Implement Generating Excitement Activities
- Step 11** Implement Campaign Implementation Activities
- Step 12** Evaluate, Summarize, Reflect, Plan 2011



* Remember, we want to generate excitement not incite fear by the campaign. So choose events where teens are likely to be distracted, such as Homecoming.