Doing Good Together

Your guide to creating positive social change in your community and around the world

Explore
issues and organizations that need your help

Choose
a cause that you are passionate about

See how
you can contribute to driving real change
Inside

Discover ideas, inspiration and activities to help you—together with your family, friends or coworkers—create positive change in your community and around the world.

Ignite Your Passion for Making a Difference
– Craig Kielburger and Marc Kielburger, Co-Founders, WE.

Take It to the Next Level
Follow these four simple steps to help you get started as a change-maker.

Looking for Ideas?
Here are five family-friendly WE campaigns to help you make an impact.

At the Hershey Company, we’re on a mission to heartwarm our families, our schools, and our communities

Our desire to help children succeed extends more than 100 years into our history when Milton Hershey founded a school for disadvantaged children in 1909.

To build upon that legacy and reach even greater numbers of children in the future, we’ve launched the Heartwarming Project. Its focus is to help kids and families forge positive social connections in our homes, schools and communities. By taking small, heartwarming actions, we can celebrate our differences, embrace our shared values, and promote the achievement of everyone’s full potential.

We’ve worked with our partners at WE to develop a toolkit to inspire you to take action, encourage social and emotional connections and create positive change.

We hope that you will join us on our heartwarming mission.

Todd Tillemans
President, US
The Hershey Company

Making an Impact—Long after the Credits Roll
Our partnership with WE.

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Ignite Your Passion for Making a Difference

Not sure where to begin? We've created this guide to help you get started.

Through your everyday actions, big or small, you can make a world of difference in the lives of others.

By joining together at home and at work to support causes that you care about, you not only create positive social change, you inspire others to get involved too.

There are so many benefits to giving back. When you combine social action with socializing, you connect with others in a whole new way. You have the opportunity to spend quality time with the people in your life, growing closer to each other by working together to achieve a shared goal. You’ll feel more connected to your community and personally invested in helping it thrive. And when you see the results of your efforts, you’ll experience a greater sense of satisfaction and purpose.

It’s easy to get started when you follow the four simple steps outlined in this guide. The process begins with figuring out the cause you’re most passionate about, followed by identifying the ways you can meaningfully contribute to achieve your goal. We’ve added ideas and activities to inspire your thinking and kick-start your efforts.

Together, let’s foster hope, build community and contribute to a better world, today and for the next generation.

Craig Kielburger
Co-Founder, WE

Marc Kielburger
Co-Founder, WE

WE makes doing good, doable.

WE is a movement that believes when we come together we can create an even better world. WE makes it easy for you to get involved—whether at home, school or work—by offering resources to help you create positive social change in your community and around the world.

WE.org
Take It to the Next Level

Follow these four steps to reach your goal.

You’ve decided to make a difference in your community. Why not invite others—your family, circle of friends, coworkers—to contribute their unique talents to help make your community a better place? By working together as a team, you can unleash the power of your collective energy, skills, enthusiasm and drive. And it’s a great way to spend time together in a meaningful way.

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**Step 1**
Find your passion and purpose

It all starts with exploring the issues that are most important to you, and learning more about root causes and how to tackle them. Then set a specific, measurable goal that you can work toward. In this section (starting on page 6), we’ll give you some ideas to kick-start this discussion to decide on your mission as a team.

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**Step 2**
Create an action plan

In this section (starting on page 8), you’ll learn how to identify the steps you need to take in order to reach your goals, and how to put those steps into a concrete action plan. You’ll also find five ready-made campaigns you can follow to make an impact.

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**Step 3**
Take action

It’s time to get out there and make it happen! Even small actions can make a difference. Starting on page 12, you’ll discover tips on how to amplify your cause (and make an even bigger impact) along with easy ways to help your campaign stay on track.

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**Step 4**
Celebrate and share your impact

It’s important to look back at your goals to evaluate and celebrate the impact you’ve made individually or as a group. Wrap up your campaign by sharing your results and thanking everyone who contributed. Ready to get started? Read on to begin your step-by-step journey to making a difference.
Step 1  |  Finding your passion and purpose

We are all energized by our passions—and when we apply them to an issue in order to create change, the impact is truly extraordinary.

You have so much to offer: your time, energy, expertise, compassion. As you rally together with family and friends to help others, you’ll also discover a renewed sense of purpose. If you’re eager to make a difference but aren’t sure where to begin, start with these ideas to help you identify a cause that’s important to you.

1. Make it personal
A personal connection to a cause can supercharge your commitment and fuel your desire to make things better. Start by thinking about issues affecting those around you—family, friends, neighbors or colleagues—and what you can do to help. There are so many ways to contribute and any number of local organizations looking for donors and volunteers. You may be passionate about fundraising for medical research, taking a stand against bullying, coaching a kids’ soccer team... it all starts with identifying what matters most to you.

2. Explore your neighborhood
With friends or family, take a walk around your neighborhood to look for issues close to home. You may notice something that’s present, like litter, or something that is missing, like wheelchair accessibility or a safe place for kids to play. Are there people who are homeless or in need? Reach out to community resources to find out how you can help.

3. See the bigger picture
Beyond our own small circle, we’re all connected through our shared humanity. Each day, the headlines shine a light on some of the world’s most challenging issues: human rights, sustainability, natural disasters, poverty, access to education, food insecurity. It’s through empathy and compassion—by putting ourselves in another’s shoes—that we feel compelled to help. Have a discussion with your crew—you may find that your passions and interests lead you to look far beyond your local community.

Learn more from WE about specific local issues.
Step 2  |  Create an action plan

What steps can you take to tackle the issues you care about?

Community building comes in many forms—you can volunteer your time, offer your skills and professional experience, donate money or much-needed items, or simply be there for someone in need. Discuss with your team how best to move forward to achieve your goals and then decide on a course of action. Here are five different ways to make an impact.

1. **Volunteering**  
   By giving your time and talent to an organization, you’ll help them carry out their mission while becoming part of the solution.

2. **Fundraising**  
   Collect donations of money from individuals, businesses, charitable foundations or government agencies in support of a special campaign or a charity’s ongoing operations.

3. **Awareness-raising**  
   Speak up, reach out and garner attention for a cause or issue in order to increase others’ understanding of its urgency and importance. Share your knowledge about an issue by posting to your social media network, writing for local websites or newspapers, or giving a talk at your neighborhood community center or library.

4. **Material support**  
   Collect donations of items like canned food, gently used clothing or books for a charitable cause.

5. **Advocacy**  
   Support a cause or push for change by taking a stand on an issue. Collect signatures for a petition, call or write elected officials in your city or state, cast your ballot—whatever action you choose, let your voice be heard!

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**Action Plan Checklist**

- Decide on your cause.
- Pick a charity or non-profit and let them know you want to help.
- Decide on the type of action—is it a single event or longer-term campaign?
- Set an exact timeline and a S.M.A.R.T. goal (specific, measurable, achievable, relevant, time-bound).
- Organize your group with specific roles, including a leader, a treasurer and a group secretary to manage communications.
- Create an engaging web or social media page that tells people why you’re taking action and how people can contribute.
- Reach out to your community and wider network to join you in your campaign.
- Track your progress and watch as you reach your goal.
- Share updates with your team and supporters.
- Tally your fundraising proceeds or donated goods and deliver them to your chosen charity.
- Celebrate your success with your team and thank everyone who made it possible.
Looking for Ideas and Resources?

Here are 5 ready-made WE action campaigns to help you make an impact.

**WE Won't Rest**
Highlighted Issue: Homelessness

Everyone should have a place to call home. Come together with your friends, family and community to help break the stereotypes surrounding homelessness. Share daily facts to bust myths and shed light on the realities of homelessness.

[Learn more](#)

**WE are Love**
Highlighted Issue: Kindness and Connection

There’s always room for more love. Make a positive impact with handwritten cards to share love with your family, friends, neighbors and peers.

[Learn more](#)

**WE Scare Hunger**
Highlighted Issue: Food Security

Get together with your family, circle of friends or work team to hold a canned food drive to help others who are less fortunate gain access to nutritious meals.

[Learn more](#)

**WE Walk for Water**
Highlighted Issue: Clean Water

Every day around the world, girls and women walk hours just to get clean water, often from unsafe sources. Rally your family together and help us reach our goal of providing clean water for 50,000 people. Because when communities have access to clean water, girls can attend school, parents can run sustainable farms and families can break the cycle of poverty.

[Learn more](#)

**D.I.Y. Campaign**
Highlighted Issue: your choice

Blaze your own trail! The D.I.Y. Campaign walks you through the process of planning your own customized campaign from start to finish by covering all the basic steps of taking action.

[Learn more](#)

Find more ideas and resources, including articles and newsletters, at [WE.org](https://WE.org).
Step 3 | Take Action

Everyone craves genuine human connection. While finding the time and energy to volunteer can be challenging, it’s a great opportunity to help foster a culture of connection, empathy, and inclusive behavior. Here are some tips to help you stay on top of your social action plan and see your campaign through to your goal.

1. Team up
Many hands make light work! Recruit as many volunteers as possible to help you successfully execute your group action plan. Assign specific roles so that everyone has defined responsibilities and deliverables and knows exactly what to do to contribute. If you’ve taken on the role as group leader, it’s important to delegate to others so that it’s truly a team effort from beginning to end.

2. Be accountable
For complete transparency, create a fundraising or campaign page to track progress and update your volunteers and supporters with regular reports. Be sure to assign a treasurer to take responsibility for any money raised.

3. Educate and inspire
Share impact stories, photos, activity updates and campaign results through social media. Consider bringing in a guest speaker—a community leader or someone from your chosen charity—to share their knowledge and success stories with your group.

Tips On Getting the Word Out

Choose a catchy campaign slogan or tagline. (Think #icebucketchallenge)

Create pages or group chats on social media to generate excitement, provide updates and promote upcoming events.

Extend your campaign reach by encouraging your social media network to share your campaign through their personal pages.

Make it easy for people to take part by setting up an online fundraising page on a crowd-funding platform. For a food or clothing drive, designate a clear time and place for people to drop off their items.

Help people feel like they’re part of something meaningful by sharing stories about the individuals or communities that you’ll be helping.

Take advantage of existing information hubs in your community, workplace or kids’ schools to promote your campaign through bulletin boards, newsletters or local websites.
Step 4  |  Celebrate your impact

It’s time to share that “feel-good” glow from making a difference in your community.

You did it! Congratulations on completing your successful campaign and becoming a force for good in your community. As a final wrap up, throw a party to acknowledge your group’s hard work and celebrate the difference you’ve made through your actions. At the event, let everyone know the results in a concrete way (dollars raised, volunteer hours donated, canned goods collected, people helped—however you’ve decided to measure your impact). Thank all those who participated and let donors and other supporters know how their efforts have made a difference.

Follow @WEmovement