Tips for Teachers & Contestants:

- **Be clear.** Make sure you clearly state and explain your chosen issue or problem and why it’s important to you.

- **Keep it simple.** Narrow down the focus of your project to a specific issue or problem on which you think you can have the most impact. Instead of trying to solve world hunger, maybe focus on your community or providing breakfast programs at your school.

- **Identify realistic goals.** It’s important to set realistic goals or targets for measuring your success. If you are organizing event to raise awareness, aim for a certain number of attendees. If you want to begin a letter writing campaign, follow up with the recipient until you receive a response.

- **Take advantage of your talents.** Use your particular strengths and interests to make your advocacy efforts unique and personal. If you have a knack for filmmaking or visual arts, why not organize a screening or gallery of your own work and/or other artists to increase awareness of your issue in your school or community?

- **Be strategic.** Maximize the effectiveness of your advocacy efforts by planning and researching the most strategic way to achieve your goal. If you are writing a letter to an organization or to the media, do some research to find out who would be the most appropriate recipient in terms of their ability to take your desired action.

- **Make sure your actions are entirely peaceful and lawful.**

- **Implement your plan.** Now that you’ve got a strategy, take action! Show us some evidence that you’ve implemented your action plan. Send us a copy of your letter and any responses you’ve received. Take pictures or videos of your event or share any media coverage/social media attention you’ve received as a result of your actions.