



Youth Advocacy and L.E.A.D. Program Manual

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Welcome to KAOG's Youth Advocacy and L.E.A.D.!



Soo Yee, M.S.Ed., CHES
Founder and President of Korean American Outreach Group (KAOG)

Greetings!

Korean American Outreach Group (KAOG) is a not for profit organization based in Annandale, Virginia (USA). We are excited to welcome you to the Youth Advocacy and L.E.A.D. Program, a prestigious youth leadership development program designed for high school and college students who are serious about achieving academic excellence and pursuing a career in a professional field. This highly competitive program focuses on integrating hands-on service learning civic engagement projects so students have an opportunity to learn how to be leaders in their community.

The purpose of the program is to train young Asian Americans to become civic leaders in their community. Students will be engaged with local social, health, and/or educational issues that affect their community.

On a quarterly basis, our program advisors will provide a debatable agenda and guidance on how to engage the local community.

Members of the Youth Advocacy and L.E.A.D. Program will also have the opportunity to attend the annual International Youth L.E.A.D.ers Assembly in Washington, DC to engage with members of congress and their staff.

At the end of the program year, students who have successfully completed 100 service learning hours will receive The President's Volunteer Service Award.

Please take a few minutes to review this manual to get started with your local chapter's Youth Advocacy and L.E.A.D. Program. Should you have any questions or concerns, please do not hesitate to contact:
info@KAOGpro.org

We hope to have your full support for this unique youth leadership development program.

Sincerely,

Soo Yee

Soo Yee, M.S.Ed, CHES
Founder and President of Korean American Outreach Group (KAOG)

What is Youth Advocacy and L.E.A.D. Program?

Youth Advocacy and Leadership Enhancement Activities for Development (L.E.A.D.) is a hands-on program that engages young students in middle and high school in civic engagement by cultivating their awareness about social issues that impact Asian Americans. KAOG partners with a number of different nonprofit and local businesses to create learning opportunities for these students, including leadership team building, Capitol Hill visits, and civic projects. We work with students from both public and private high schools in the area, developing at least 20 “L.E.A.D.er” each year.

International Youth L.E.A.D.ers Assembly

As a part of the Youth Advocacy and L.E.A.D. program, students have the opportunity to participate in the annual International Youth L.E.A.D.ers Assembly where they can engage in communication and understanding of issues that impact young Asians globally.

What is the difference between Advocacy, Lobbying, and Education?

As you actively engage in civic activities, you will often hear people use words like, “advocacy,” “lobbying,” and “education” in relation to social, health, and education issues and policies. It’s important to understand and differentiate these terminologies¹ and act upon them correctly.

As a 501(c)3 nonprofit organization, KAOG does not engage in lobbying activities. Lobbying means “to try to influence government officials to make decisions for or against something; to try to get something you want by talking to the people who make decisions.” Lobbying often includes a specific request from members of congress to support or oppose a bill, amendment, policy, or regulation.

Advocacy is “the act or process of advocating or supporting a cause or proposal.” Advocacy is broader in activities and allows for the opportunity to educate legislators on the many aspects and perspectives of how a policy affects its citizens. When students advocate for a cause, they are allowing legislators the opportunity to understand how the issue affects a target population.

Education, in the context of the activities for this program, is “the action or process of teaching someone in a school, college, or university.” It also means “the knowledge and development resulting from an educational process.” In the education process, factual information needs to be researched and provided. Education efforts and activities do not specifically address legislative actions or present value judgements. Educational information that would be helpful for students to present during their advocacy activities include: program description, goals, objectives, current budget and spending, number of people served and basic demographics of the population served, and accomplishments of the program.

¹ Definitions were defined using the online Merriam-Webster dictionary: <http://www.merriam-webster.com/dictionary>

How do I get started?

Step 1: Establish Goals for your school's charter.

The goals of each school charter may be different based on the number of members you can recruit and maintain. Here are some ideas to get you started:

- Host at least one fundraising event each school year to raise at least \$250 in funds.
- Recruit and maintain at least 10 active members in the charter.
- Engage in weekly education activities.
- Post at least one item on your social media outlets each week.
- Host at least one club meeting each month.
- Have at least one member of your charter attend the annual International Youth L.E.A.D.ers Assembly in Washington, D.C.

Step 2: Prepare for your meeting.

Make sure you fully understand what Korean American Outreach Group's mission is and the other types of activities and services that it provides by visiting: www.KAOGpro.org.

Review the "What should we discuss at our regular meetings" section.

Step 3: Promote your school's charter using social media.

Be prepared to create a Facebook page, Instagram and Twitter accounts for your school's charter. We will link them to KAOG's main website.

Step 4: Recruit members.

Invite at least three of your closest friends to your first meeting and have them invite others to join. You may also want to create flyers, set-up an information booth at school, and/or post on your personal social media pages.

Step 5: Have your first official meeting.

At your first official meeting, make sure everyone has a copy of this manual so that you all will be operating under the same guidelines. Identify who will fill the following positions by having a nomination* and voting process:

- 1) Chairperson: The Chairperson calls all meetings to order and facilitates the meeting discussion. The Chairperson also leads members into any voting decision. When voting, make sure you record the total number of attendees and the number of votes obtained for the decision.
- 2) Secretary: The Secretary records all meeting notes by including: name of attendees, date and time of the meeting, issues discussed, results of any votes made, and action items assigned.
- 3) Treasurer: The Treasurer is responsible for keeping the money that was collected for the charter as well as receipts for expenses purchased for the charter. The treasurer must report any changes to the financial account at each meeting. Discuss with your KAOG adviser on how to safely store money for your charter.

*Nominated candidates for any position must be able to provide a brief bio about him or herself.

What should we discuss at our regular meetings?

Here are a list of things that you can discuss during your meetings:

- Fundraising activities
- Education activities
- Advocacy activities

Planning for a meeting

- 1) Prepare an **agenda** for each meeting and set at least one objective that you want to achieve by the end of the meeting.
- 2) Set a **stable meeting time and place** each week or month that you plan to meet. Make sure that everyone in the group can commit to the time and location in order to maintain stable attendance and participation.
- 3) Agree on the length of the **meeting time**. Productive meetings should be for at least 1 hour and no more than 2 hours at a time.

How do I facilitate a meeting?

- 1) **Bring resources.** Think about news that you have read recently and share those links are articles to other members of the group. You can start meetings by having members discuss current event issues to understand how it affects members' attitudes and/or behaviors.
- 2) **Don't do all the talking.** Call on all members to share. Don't let one person's voice dominate over the rest of the group. Specifically call out names of members who are less vocal to hear their perspective.
- 3) **Divide up the work.** Create committees to take care of various aspects of the charter, such as fundraising, communications (sending out emails and text messages for important reminders), marketing (creating flyers and social media messages), research (collecting articles and information relevant to your advocacy issues), etc.
- 4) **Take notes.** Assign this task to someone in the charter. Make sure you record meeting notes so that everyone remembers what has been discussed and can refer to the notes for guidelines; this is to minimize miscommunication. Review the previous meeting's notes at the beginning of each meeting.
- 5) **Create action items.** At the end of each meeting, list action items for each member to do before the next meeting.
- 6) **Follow up with action items** at the next meeting.

Fundraising activities

The purpose of raising funds for your charter should be so that members could snacks and light refreshments during regular meetings; provide relief effort donations for natural disasters; and/or to assist members with the cost of traveling to the annual International Youth L.E.A.D.ers Assembly.

Before engaging in fundraising activities, members of your charter should do the flowing:

- 1) Establish fundraising goals. How much money do you need to raise?

- 2) Establish a budget. What are your expenses associated with your fundraising activities? For what do you want to use the money that you collect?
- 3) Establish fundraising timeline and set a deadline for each milestone.
- 4) Determine what kinds of fundraising activities your charter could do, e.g. car washes, restaurant nights, bake sales, pizza sales, yard work, etc.
- 5) Identify local small businesses and potential sponsors who would be willing to donate to your charter.

Remember to set realistic goals and deadlines.

Education activities

There are many ways to keep your charter members educated about important current event issues. Here are some suggestions:

- Watch the news for an hour each day
- Listen to the radio while you are driving / riding in a car
- Read news updates for at least 15 minutes a day
- Visit websites created by organizations that interest you
- Share links via social media

Advocacy activities

There are many ways to engage in advocacy. You can do it as a charter or individually. If doing this as a charter, you should consider the following activities:

- Create a Facebook, Instagram, and/or Twitter account for your charter
- Promote your ideas at least once a week; take turns among members
- Build and maintain followers and membership
- Identify your local district government representatives
- Identify your congressional representatives online; be sure to know which committees they are members
 - House representatives: <http://www.house.gov/representatives/find>
 - Senate representatives: http://www.senate.gov/general/contact_information/senators_cfm.cfm
- Create a policy platform for the group; this is like a group agenda for when you get to meet with your government representatives
- Discuss talking points for when you have a chance to share your ideas (either individually or as a group); remember to research facts and statistics to share
 - Practice presenting your talking points at meetings
- Schedule a visit with your representatives to present your concerns
- Share experience and results through social media
- Work with local media to share and promote your ideas

There are many other activities that can be done through KAOG Youth Advocacy and L.E.A.D. program, but this manual should be a resourceful guide to getting you off to the right start! Contact your local advisors for more assistance and guidance.