



YLA Week Introduction

YLA Week showcases YLA to the school and community. Plan a week to include service, fundraising, membership recruitment, fun and serious thought. Let your school, community, family and friends know all YLA does and why YLA is such an important part of your time. The idea for YLA Week came from the YLA Council:

To make the school and community more aware of YLA, and

To increase the commitment of members through a week of sustained activity.

YLA Week is the third full week of March. If that week does not work for your YLA, choose different dates.

Come up with upbeat and creative ways to have a great time and positively promote your YLA. Give presentations to adult and student groups, do service projects for school or community, hold special events before, during, and after your school day – do things that get the YLA message out. More ideas are in this section. Use them and add your own!

SEND a copy of your YLA Week program to the YLA Leadership Center. We want to know what you are doing and tell others.

Hints for Making YLA Week a Success

5 Weeks Before	President calls officer meeting. Get organized, read all material provided. Start plans for special programs and projects. Have a meeting and discuss plans for YLA Week.
4 Weeks Before	Have a meeting. Select committees and Chairpersons. Make sure each committee knows job description.
3 Weeks Before	Meet with Committee Chairpersons. Work out details. Make YLA Week calendar (see next section).
2 Weeks Before	Work on projects that were created by committees.
1 Week Before	Count down! Last minute details need to be done. Make sure leaders and Chairpersons know what is expected of them.
YLA Week	Make this week one to remember!!!
After YLA Week	Evaluate your work. Mail evaluation to YLA Leadership Center. Thank those who helped.

Ohio-West Virginia Youth Leadership Association

YLA Groups, Youth in Government, Model United Nations, 8th Grade Youth & Government Seminars, Horseshoe, Cave Lake
www.yla-youthleadership.org

Youth Leadership Association
 498 Sandhill Road
 Pt. Pleasant, WV 25550
 P: 304.675.5899 F: 304.675.5977

Cave Lake Leadership Center
 1132 Bell Hollow Road
 Latham, OH 45646
 P: 937.588.3252 F: 937.588.3252

Horseshoe Leadership Center
 3309 Horseshoe Run Road
 Parsons, WV 26287
 P: 304.478.2481 F: 304.478.4446



YLA Week

Sample YLA Week Outline

DATE	EVENTS	PLACE	TIME	CHAIR
Sunday	Go to church as a group.	Oak Mt. Church	10:45 am	
	Sunday Dinner for members and parents.	The Pasta Cafe	12:00 noon	
Monday	Mayor's Proclamation	City Hall	12:00 noon	
	Jump-A-Thon	Youth Center	2:30 pm	
	YLA Meeting	Library	7:00 pm	
Tuesday	Trust-N-Teamwork	Green Park	7:00 pm	
Wednesday	Teacher Appreciation Day	School	All Day	
	Dress Up Day	School	All Day	
Thursday	Bring A Friend Breakfast	Ralph's Diner	7:00 am	
	Day Care Fun And Games	Elves Day Care	12:00 noon	
	Visit Senior Center	Mayflower SC	7:00 pm	
Friday	Local YG Day	City Offices	All Day	
	Local YG Luncheon	Elm Hotel	12:00 noon	
Saturday	YLA Mission Fundraiser	City Wide	10:00 am	
	Skating	Skateland	7:00 pm	
Sunday	YLA Banquet And Awards	Elm Hotel	7:00 pm	



Grab Bag of Ideas

SCHOOL

- Include a thought-for-the-day with announcements.
- Display posters and bulletin boards around school.
- Have Club members personally invite other students to participate in your activities.
- Ask permission to speak to classes about YLA.
- Have YLA activities announced over the public address system.
- Invite other clubs to participate in a service project.
- Volunteer to do office errands, help with a sports event, etc.
- Wear YLA pins.
- Invite entire student body to attend program or activity.
- Show a promotional video of Youth in Government, Model United Nations or Camp Horseshoe to classes or other student groups

COMMUNITY

- Clean Up Project.
- Have mayor proclaim YLA Week.
- Use newspaper, radio, and/or television as much as possible.
- Provide services to local churches on YLA Sunday and/or bulletin inserts. (Inserts available from YLA Office).
- Invite adults to serve on local Committee to provide community support to your YLA and the State YLA Program.
- Hold an open house or public meeting.
- Attend church as a group.
- Hold a Local Youth in Government Day.
- Display posters.
- Craft Night.
- YLA Dinner – Invite alumni, School and city officials, parents.
- International Dinner.
- Windshield Wash.
- Civic clubs are interested in today's young people and are willing to have programs presented. They would appreciate the chance to become aware of what your YLA stands for and what you are doing.



YLA Week

Bulletin Board and Poster Themes

YLA Members (picture and write-up about them)
Community Projects
Honors
Purpose – Leadership, Fellowship, Service
YLA History

State Activities
School Projects
Alumni
YLA Missions
YLA Scrapbook

Be a Newspaper Editor's Friend...Write a Good Press Release

Writing a good press release can not only make it more likely to get printed and get some publicity for your YLA, but it can also make the editor that handles the release respect your YLA's journalistic integrity. When writing and sending press releases, even to school newspapers, here are a few things to keep in mind:

You can send releases before an event if you want people to come, or after, to let people know what you've done and keep your YLA name in the public eye.

If you are going to have an event for media (such as the mayor proclaiming YLA Week), you can call the editors of the "People" or "Community" section of your local papers and invite them to attend – kind of like a "press conference". Make sure to have something that the photographers or reporters can take with them when they go; a fact sheet or brochure about your YLA and YLA Week (sometimes called a "press kit").

When sending a release through the mail, always address it to an actual person, not just "editor". This will assure that someone gets it.

Pictures really help a release get printed. Make sure they are full color, high resolution photos of PEOPLE. Photos with some sort of action are better.

ALWAYS use the format given on the example release. Double-space everything. Put (more) at the bottom of pages that continue the release, and end with -30- or ###.

Don't send editors press releases about nothing. Make sure something is happening that is news their readers will be interested in.

In the following section is an example press release that you can even use if you'd like. Try your hand at writing and typing one using the pointers given. Remember . . . NO ONE KNOWS HOW GREAT YLA IS UNLESS YOU TELL THEM!



YLA Week

Example Press Release

(USE YLA STATIONERY IF YOU CAN)

Contact: (your name)
 (your phone #)
 (advisor's name)
 (advisor's phone #)

F O R I M M E D I A T E R E L E A S E

MAYOR DECLARES YLA WEEK IN (your town)

(your town, your state) – Mayor (mayor's first and last name) today proclaimed (enter correct date correct date), as YLA Week in (your town). This announcement came at a (time of proclamation) ceremony at (place where ceremony took place). The ceremony was attended by city officials, members of the (your YLA's name) YLA and their families, members of the press and people of the community.

Mayor (mayor's last name) presented the proclamation to (your YLA's name) YLA President (your president's name). The proclamation of YLA Week is one in a series of activities planned by the (your YLA's name) YLA this week.

YLA is a leadership and service organization for 6th through 12th grade students sponsored locally by the YLA Leadership Center. Statewide, YLAs contribute more than 10,000 hours of voluntary service to their communities. Some of those projects include tutoring younger children, working with senior citizens, clean-up campaigns for schools and communities, and raising money for many charitable organizations.

During YLA Week, YLAs participate in activities designed to make the community aware of the positive activities of youth. YLAs throughout Ohio and West Virginia will be observing YLA Week.

Other YLA Week activities include: (Give a brief listing or day by day account of your YLA's plans for the week).

For more information on YLA or YLA Week, contact (your name) at (your phone #), or call the YLA Leadership Center at (304) 675-5899.

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Example Public Service Announcements

(for local and school television, radio and p.a. systems)

The PSA is a powerful publicity tool. Use these to send to local radio and TV stations, or to use on your school P.A. system for announcements. You can also use these as printed announcements in your school newspaper if you need to. Most radio and TV stations will be happy to record and run your PSA, or maybe even let you record it. All broadcast stations licensed by the FCC are required to run PSAs for a certain amount of time each day. Try to send a variety of time lengths (30, 20, and 10 seconds). Always use the format given. When writing a PSA, always use an attention getting start, repeat the name "YLA" or "YLA Week" as many times as you can, and always repeat phone numbers unless it is impossible. Make sure you give your listeners a call to action - something they can DO (call, write, contact, attend, etc.) at the end of the PSA.

Here are some PSAs for your YLA to use for YLA Week:

PUBLIC SERVICE ANNOUNCEMENT

FOR BROADCAST THROUGH last day of YLA Week.

Date: (the date you send the PSA)

Local Contact: (your name)
(your address)
(your town and zip code)
(your phone number - and hours you can be reached)

(approximately 30 seconds)

What's the latest craze among students at (your school)? It's not drugs, or vandalism, or even alcohol. It's YLA, a high school leadership and service organization that gives youth the chance to make a difference. (Enter date) is YLA Week in (your town). To find out more about what the (your school) YLA is doing for YLA Week, and how you can become involved, contact (your name) at (your phone #) or visit YLA's website at www.yla-youthleadership.org. YLA Week, (enter date) . . . because youth can make a difference!

(approximately 20 seconds)

What's the latest craze among students at (your school)? It's YLA, an organization that lets youth make a difference. (Enter date) is YLA Week in (your town). To find out how you can be involved, contact (your name) at (your phone #) or visit WWW.yla-youthleadership.org. YLA Week, (enter date) . . . because youth can make a difference.

(approximately 10 seconds)

What's the latest craze at (your school)? It's YLA, an organization where youth make a difference. (Enter date) is YLA Week. For more information, call (your phone #). YLA Week, because youth can make a difference.



Report of YLA Week

Date _____

Name of YLA _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

Please check the following activities that your YLA participated in during YLA Week:

- A special service project.
- Articles and/or pictures in local newspaper
- Editorials
- Announcements on radio and/or television
- Presentation to church group, P.T.A., local service clubs, etc.
- Store window displays and/or school showcase displays
- Attending church on Sunday
- Using church bulletin inserts
- Conducting a school assembly on YLA
- Sponsoring a special meeting for the community
- Special articles on YLA in school newspaper
- Bulletin boards, signs, posters in school, churches, public places, etc.
- Giving special recognition of appreciation to Advisors and Sponsors
- YLA Dinner for members, families, alumni, honorary members
- Developing an emblem/t-shirt for your YLA
- Other Projects _____

**COMPLETE AND RETURN TO:
YLA LEADERSHIP CENTER
498 Sandhill Road
Pt. Pleasant, WV 25550
(304) 675-5899**

YLA President: _____ Advisor: _____

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Sample YLA Week Proclamation

PROCLAMATION

Whereas, the Ohio-West Virginia

YLA LEADERSHIP CENTER

is organizing a week to pay tribute to the fine work and service of YLA chapters; and

Whereas, YLA helps youth develop Leadership, Character and Service as they work to build better futures for all; and

Whereas, the YLA Leadership Center and local YLAs organize this YLA Week; and

Hence, YLA Week will be recognized by the Citizens:

Now Therefore, I

Mayor of the City of

do hereby proclaim the period of _____ (date)

YLA WEEK

And call attention to all citizens of this observance.

Dated this _____ day of _____, 20____

Signature of Mayor