

# "MOVEMENT MANUAL"

2020©

Youth Movement\_ 501c3  
Not for Profit



[ym7.org/start](http://ym7.org/start)

2012 -TBC

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THIS “MOVEMENT MANUAL” IS PROPERTY OF

SIGN HERE

**"DO NOT OPEN"**

**DEAR READER,**

**CONGRATULATIONS, YOU HAVE OFFICIALLY ACCESSED THE MOVEMENT MANUAL.**

**THIS DOCUMENT IS EXPRESSLY TO BE USED FOR INDIVIDUALS LOOKING TO MOVE THEIR WORLD. IF YOU ARE ON A PERSONAL MISSION TO HARNESS THE POWER OF SPORT TO MOBILIZE A YOUTH MOVEMENT THEN WE WANT TO BE YOUR PARTNER.**

**INDIVIDUALLY WE CAN MAKE A MASSIVE IMPACT ON OUR COMMUNITIES BUT TOGETHER, THIS IS A MOVEMENT.**

**YOURS IN SPORT,  
THE YOUTH MOVEMENT TEAM**

# ABOUT YM

We are a 501c3 non-profit organization. Our work focuses on igniting future generation to love movement, choose movement and ultimately lead movements. We created this document for individuals who are on a mission to start and lead movements.

Youth Movement is what it is today because a few individuals along the way believed in us. We now have a national network that is literally moving the world. You'll hear from some of us throughout this document and should reach out if there is any way we could be helpful to you in your pursuit.

We are with you every step.

**"CREATING YOUR MOVEMENT"**





**“I can’t wait for  
next year.”**

## **David**

2012 NAYA Field Day,  
Jim Thorpe Award Winner

David received the “Jim Thorpe Award” at our first ever Field Day event at the NAYA Early College Academy in 2012. He decided to make an impromptu acceptance speech in front of his entire school where he shared his passion and love for sport. David concluded his speech with the quote above. The challenge was set & the Movement was born.

# GETTING STARTED

Let's start the process of creating your Movement. First and foremost, let's get your idea onto paper and get to a point where you can clearly articulate your vision.

Once we know what you are setting out to create we will be able to provide some guidance on finding a Movement Mentor<sup>®</sup> and building a team to help bring your Movement to life.



# WHAT MAKES A MOVEMENT?

We define a “Movement” as anything that inspires positive change through sport and action. It doesn’t matter if your Movement idea is big or small as long as it sets out to serve and move your community forward in some way, shape or form.

Start by brainstorming potential opportunities or challenges that you see in your community and think about how your Movement can help raise awareness or create positive change.

You may also get inspired by what other leaders have created. Like Bobbi Jean Three Legs who lead a 500-mile relay run from the Standing Rock Sioux reservation to Omaha, Nebraska to deliver a petition fighting the completion of the Dakota Access Pipeline. Or the Arlee Warriors, a High School basketball team in Montana who created The Warrior Movement to bring hope to those contemplating suicide. Or athlete activist like Jordan Marie Daniel and Rosalie Fish who are using their platform as runners to raise awareness around Missing and Murdered Indigenous Women.

The opportunities are endless and we are excited to see what you create.

On the next page, there is a blank canvas for you to put your idea on paper and begin thinking about what you need to make it real. We’ve also included a completed example of pg.12 to help guide you.

## MOVEMENT NAME

## LOGO DESIGN

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## VISION

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## MOVEMENT ACTIVITIES

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What are 3 things you need to bring this Movement to life:

1.

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2.

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3.

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Chief Movement Officer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Movement Mentor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## MOVEMENT NAME

**YOUTH  
MOVEMENT**

## LOGO DESIGN



## VISION

**IGNITE A GENERATION TO BE ACTIVE, MOTIVATED  
AND CONNECTED TO THE POWER OF COMMUNITY.**

## MOVEMENT ACTIVITIES

**HOST WEEKLY AND ANNUAL SPORT  
PROGRAMMING TO ENCOURAGE INDIGENOUS YOUTH  
TO LOVE MOVEMENT AND START MOVEMENTS.**

What are 3 things you need to bring this Movement to life:

1. PARTNER WITH FORWARD THINKING UNIVERSITIES AND THEIR STUDENT TO COORDINATE ANNUAL YM FIELD DAY EVENTS.
2. ANNUAL OPERATING BUDGET TO SUPPORT WEEKLY ACTIVITIES AND SPECIAL PROGRAMS. EST. \$5,000
3. PARTNERSHIP WITH YOUTH LEADERS LOOKING TO START MOVEMENTS IN THEIR OWN COMMUNITIES.

Chief Movement Officer Signature: Jesse Schwarz Date: 4/19

Movement Mentor Signature: Whitney Wagoner Date: 4/19

"BUILDING YOUR TEAM"





**“Trust your team members. Empower them to handle both the fun and the difficult tasks as it relates to your function. The success and quality of the Movement is a direct output of the energy and passion of every single team member behind it. As a leader it’s important to remind each person of the bigger picture; that they can and should make an impact day in and day out.”**

## **Abran Arreola**

**Youth Movement Orego, Class of 2019  
Nike Brand Marketing**

# GETTING STARTED

Now that you've landed your Movement vision from page 12 the next thing you will need to do is find a Movement Mentor© and build a team to support your process.

Doing this completely alone isn't possible. Having a support system around you made up of peers, mentors and allies will catalyze your vision.

On the next page, we outlined the "job description" for our Movement Mentors©. Share this with them and have them sign off on your vision to officially confirm they are on board to be your mentor throughout this process.

Think of caring adults in your life (family, teachers, coaches, neighbors) who might be willing to serve this important role.

If you need help finding a Movement Mentor we have over 100 YMU Alumni© who are waiting to help you out and we will work hard to find the perfect match. Visit [ym7.org/mentor](http://ym7.org/mentor) to fill out our Movement Mentor Match form. We will aim to get you connected with a mentor in 2-4 weeks.

**“JOB DESCRIPTION”**

# **MOVEMENT MENTOR<sup>®</sup>**

**Act as the Lead point of contact and faculty or volunteer with school/org.**

**Liaise with various stakeholders, participating youth groups, Youth Movement national organization and other Movement Mentors<sup>®</sup>.**

**Help to facilitate the creation of the student leadership team.**

**Mentor, coach and supervise the student leadership team. Secure risk management training, multicultural competency and background checks for event staff + volunteers. Mediate conflict among student leaders.**

**Ensure risk management protocol has been completed.**

**Supervise the budget and oversee all financial transactions made on behalf of the movement; identify appropriate funds and accounting protocols. Ensure annual financial statements are completed.**

**Sign official documents, as needed. For example – facilities usage agreements, tax forms, campus parking, catering agreements, sponsorship agreements, etc.**

**Ensure any collaboration with the Department of Intercollegiate Athletics is NCAA compliant.**

**Supervise the creation and content development for Youth Movement digital + social media, campus PR and local market press coverage**

**Support the student team in pursuing grants and sponsorships; ensure post-event recaps are sent.**

**Attend events/programming to support student team and assist with troubleshooting and guidance.**

**Help maintain all event records and files.**

**I CONSENT TO THE ABOVE RESPONSIBILITY**



**SIGN HERE**



## STAFFING UP

The size of your staff should vary based on the size of the Movement you are hoping to bring to life. More players isn't always better but if you can find people who want to help out give them a role that they are excited about and that is going to be helpful in your collective pursuit to get your community moving.

Make sure that your roles are clearly defined so you know what you are holding one another accountable for. It's a lot like sports. Everyone will play a slightly different position. If you don't know who is pitching and who is on first base you might have a tough time making the plays you need to win the game.

Make sure your team is also made up of people with diverse experiences and that it is reflective of the community that you are serving.

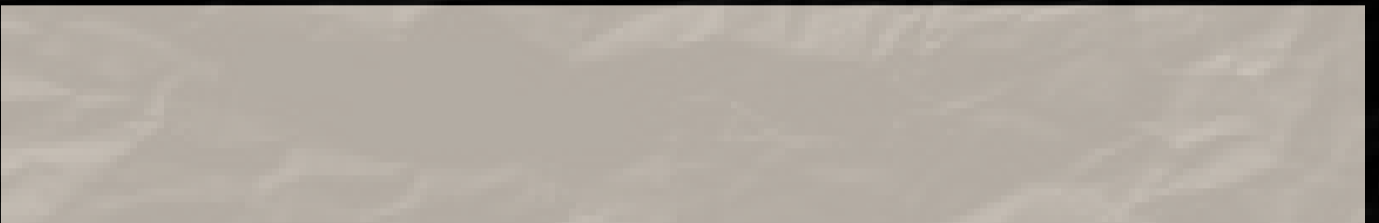
On the next page you can fill out the members of your leadership team.



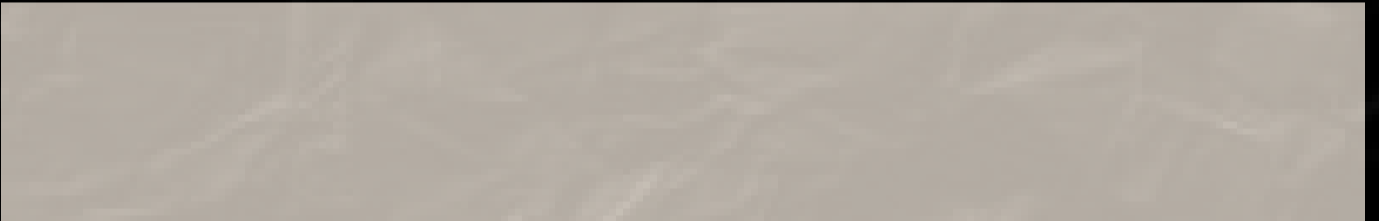
## CHIEF MOVEMENT OFFICER



## OPERATIONS



## FUNDRAISING



## OUTREACH



## MOVEMENT MENTOR<sup>®</sup>





**"LEADING YOUR MOVEMENT"**



**“When you help others realize their potential, you unleash the potential that is in you as well. Inspire others to be their best and your impact will last for generations to come. Be the change. Be great. And when times get hard, always remind yourself who you’re doing it for.”**

## **Osiel Mendoza**

Youth Movement Oregon, Class of 2017  
Sport for Social Change Advocate

# INVITING THE COMMUNITY

Depending on the population you are trying to impact you will want to research schools and community organizations within your respected area and gather email addresses/phone numbers of principals, counselors PE/Health teachers, community outreach coordinators, or anyone you think will be a good point of contact for your Movement's subject matter.

Once you have researched or obtained a large amount of email addresses, draft up an invitation email to invite these groups to be part of your Movement. Try adding some visuals into the communications to help them understand what you are doing.

Once you have people who are interested in being part of your Movement, make sure you hold yourself accountable to keeping them updated on any critical dates or updates.



# CREATE A POSTER

Creating a poster to hang it up around your school or community can be a great way to attract support from your peers or to recruit people to your Movement. Make sure all important information is clearly visible and there is a way for interested viewers know where to go to sign-up or learn more.



Soeldu putta pteemrs paiccciautsisa nutniudme odmol-  
noirse imstqeu nea ltauusd earnrtoiur msi,t tvoetraitmat  
irse met aqpuearsiai amr,c ehaitqeuceto i pbseaa.

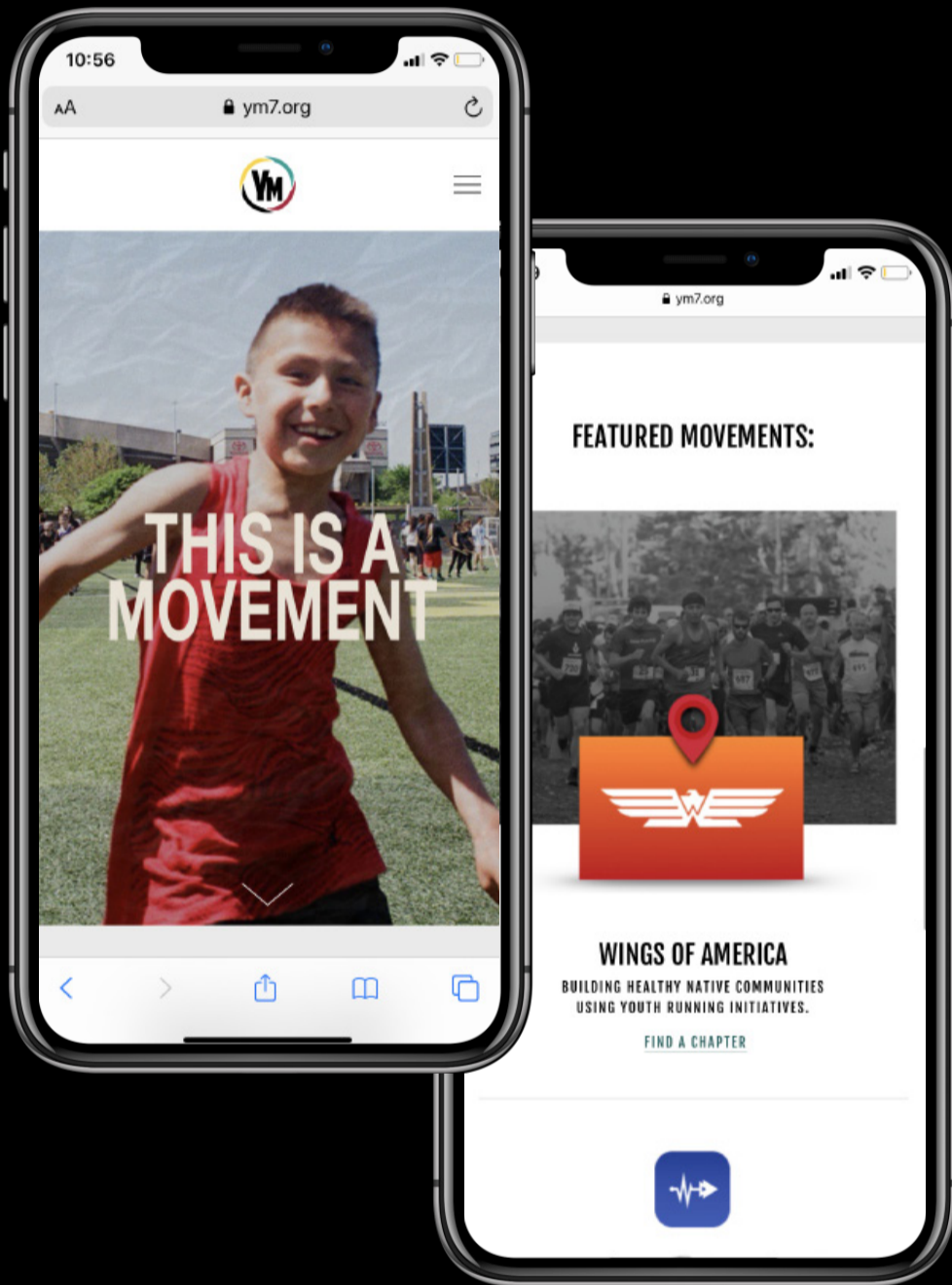
**MAY 15, 2020 @ 12PM**

**VISIT [YM7.ORG/MYMOVEMENT](http://YM7.ORG/MYMOVEMENT) TO LEARN MORE**

Feel free to use the above template. Send your information to [movement@ym7.org](mailto:movement@ym7.org) with the subject **POSTER GENERATOR** and we can even create it for you.

# DIGITAL PROMOTION

If having a website would be helpful but you don't have the time to build your own you can use [ym7.org](http://ym7.org) to host relevant information or links for your Movement.

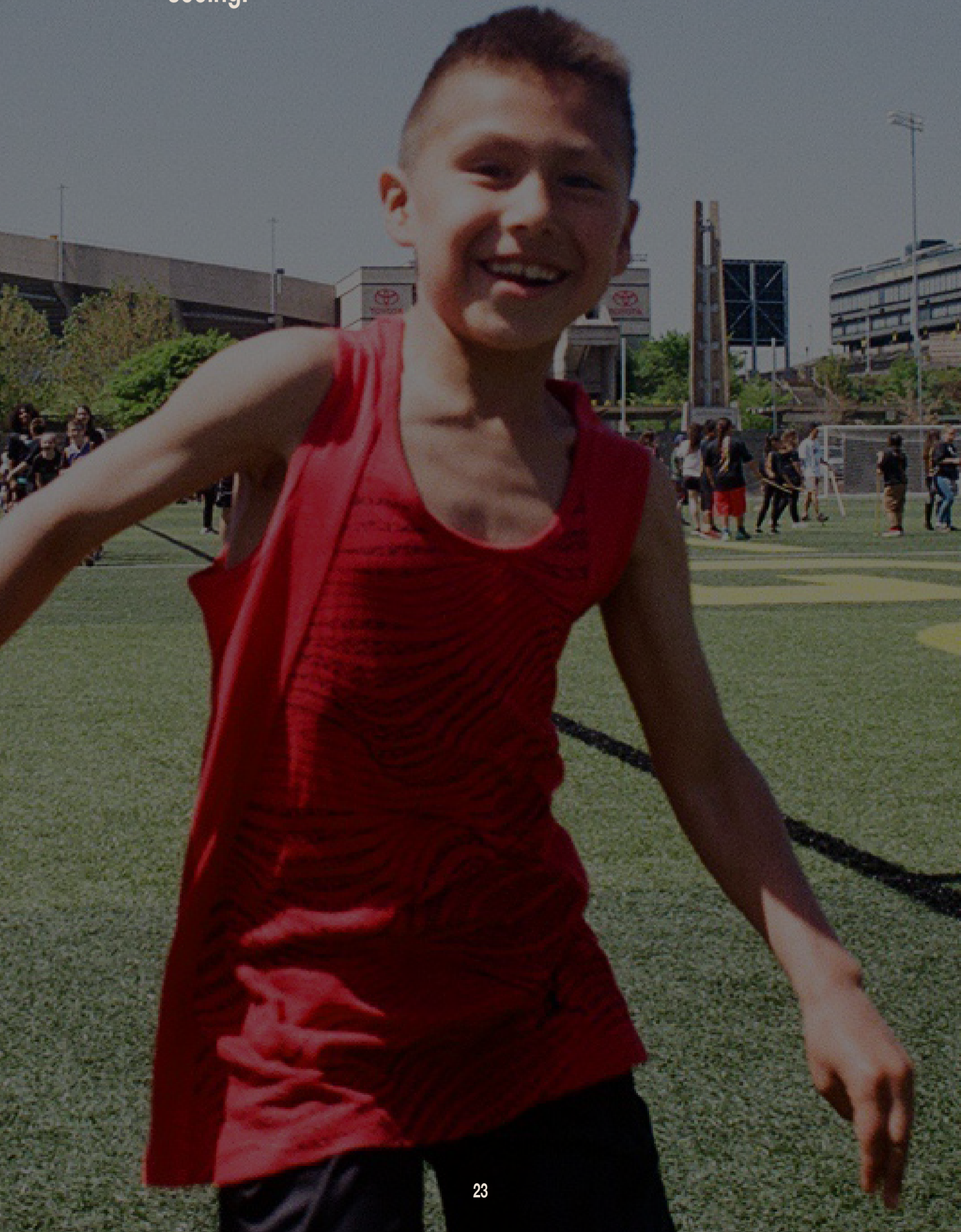


If you'd like to get your content live on the website fill out the brief on [ym7.org/web](http://ym7.org/web) with a detailed explanation of your desired page features and we will get it uploaded within 5 business days.

# SOCIAL MEDIA

Social media can be a powerful tool for promoting your movement and keeping in touch with people who are a part of your community.

Twitter, Facebook, TikTok and Instagram are great platforms to utilize. Strategizing to gain new followers will be a great skill to learn while you're generating posts that people are interested in seeing.



# MANAGING YOUR BUDGET

Let's figure out how much funding you need to bring your Movement to life. Not all Movement will cost money to create and run but if you want to help enhance the experience for everyone involved then having some budget can be hugely helpful even for simple things like food and transportation.

The next few pages will walk you through the process of building a budget and some useful tips on how to raise funds!



# FINANCIAL PLANNING

It is important to figure out your estimated expenses early in the process. Once you know how much you need to raise you can then build a plan of how you are going to fund your plan.

## SAMPLE BUDGET

LINE ITEM	PROJECTED AMOUNT
T-SHIRTS	\$300 (\$30 SHIRTS/ \$10 SHIRT)
FOOD	\$200 (30 sandwiches)
PERMIT	\$500
GENERAL MATERIALS	\$500
<b>GRAND TOTAL</b>	<b>\$1500</b>

## SAMPLE FUNDRAISING PLAN

SOURCE	PROJECTED AMOUNT
BAKE SALE	\$75
FUNDRAISER	\$300
PRIVATE DONATIONS	\$200
COMMUNITY GRANT	\$1000
YM GRANT	\$500
WERNATIVE GRANT	\$500
<b>GRAND TOTAL</b>	<b>\$2570</b>

On the next page we have a blank sheet for you to use to start building your own budget and fundraising plan.

## BUDGET

LINE ITEM	PROJECTED AMOUNT
<b>GRAND TOTAL</b>	

## FUNDRAISING PLAN

SOURCE	PROJECTED AMOUNT
<b>GRAND TOTAL</b>	

# RAISING MONEY

## GRANTS

Obtaining grants from local companies and community groups will be an essential task to be on top of as your project gets off and rolling. Researching and applying for grants will be a vital part of the process that you should aim to kick off as early as possible.

Do some research online to find potential funding sources that you are eligible for. If you need additional help with this contact your Movement Mentor©.

Some grants require you to be a 501c3 non-profit to apply. Ideally you will be able to use the tax-id information from your school but if this isn't possible Youth Movement may be able to work with you to obtain certain grants.

## IN-KIND DONATIONS

Going to local stores and asking for sponsorship donations is another recommend approach to raising money. Try going to your local sporting goods store to ask for free or discounted equipment or inquire with local restaurant to ask for free or discounted food for the participants. All it takes is a simple explanation of the mission of your movement and how it impacts the community, and you'll usually be able to work something out with whatever business you're approaching for support.

## PRIVATE DONATIONS

Asking members of your community or surrounding communities for private donations can feel like a hard thing to do but many people are eager to support in any way they can. Think about GoFundMe's and Facebook Fundraisers as possible mechanisms to help attract some financial support from the community. Maybe some of our YM alumni will be interested in backing your Movement? Email us a link where folks can make donations and we will send it out to our network.

# THANKING YOUR DONORS

Building a positive relationship with your sponsors will be very important for the future of your Movement. Make sure you thank your donors/sponsors after the conclusion of the event. This can be simply done by sending an email or a personal handwritten letter.

Making donors happy and helping them see how their donation impacted the community in the way you told them it would is really important. For businesses, you can also think of creative ways to promote their company as being a key sponsor of your Movement. With their permission you could showcase branding at an event or announce it via social media posts.



**“Be ready to use creativity and unorthodox ways to solve problems and challenges. Use the incredible team you built to help you. Don’t let it all be on your shoulders”**

## **Maggie Bidasolo**

Youth Movement Oregon, Class of 2021

# "YOUTH MOVEMENT FIELD DAY"





**“We have a obligation to the next generation. That means believing in, supporting, and providing opportunities for them. That’s what we’ve strived to do with YM and i think we’ve made a strong impact and reached so many lives. This work matters, these kids matter and I’ll keep believing in them, supporting them and providing opportunities for them.”**

**Mitchell Lira**  
YM U of O Lead 2018-2019

# YM FIELD DAY "CASE STUDY"

Every Movement looks different but here is a special case study of how a few students from the University of Oregon YM Field Day staff pulls off their event every year. Once they've signed up and communicated key information to over 300 youth they are ready to host their event. A day of sport on a college campus where student have an opportunity to make friends and be inspired by other youth pursuing their goals.

To help illustrate the amount of work that goes into planning a Movement this section will hopefully provide an overview of the key items you may need to think through while planning your own Movement. Some of this stuff might not be completely relevant to your project so use it as you see fit and if you are also planning a Field Day event this should be directly relevant.







**“Move like your ancestors moved & move like how you want to encourage the next generations to move. Keep the body in motion across generations.”**

## **Torrie Eagle Staff**

**Youth Movement Stanford, Founder  
2016 YM Scholarship Winner**

**Torrie Eagle-Staff won the Youth Movement Scholarship in 2016. In her Sophomore year at Stanford University she successfully brought to life the first YM Field Day on her campus.**

# HOW THE FIELD DAY WORKS

If you've never attended a Field Day before this page is meant to breakdown what it all entails. The Field Day is a perfect model for a Movement event because it creates a sense of community and gives participants an opportunity to experience a number of activities over the course of the event.



## FORM TEAMS

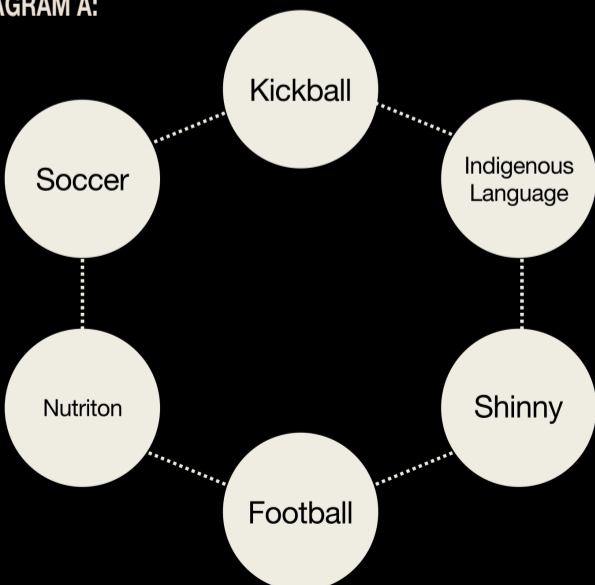
When youth arrive at the event the first thing they receive is a lanyard with their team assignment. At the U of O we've chosen to name each team after an inspirational Native athlete or artist. Every team has one or two volunteer leaders whose role is to quickly establish a sense of community and camaraderie. Get to know each others names and come up with team handshakes and chants.



IF YOU WANT TO USE OUR TEAM CARD WE CAN PROVIDE THE FILES AND PRINTING INSTURCTIONS.



DIAGRAM A:



## ROTATE STATIONS

Once the team have been formed and the day kicks off groups rotate from station to station spending :15-20 minutes learning new activities and playing games. Each station should be staffed appropriately with the volunteers needed to ensure they run smoothly. It's especially great if you can pull in experts or experienced athletes who can lead these stations and share their love for the sport. In addition to popular team sports like soccer, football and kickball the U of O also works with local tribes to facilitate the teaching of local indigenous games and languages.



## PEOPLE & PARTNERS

The people involved are what will set your Movement apart and make the day special for those who are in attendance. Here are some ideas about the types of folks to consider inviting to your Field Day:

### PROGRAM PARTNERSHIP

Youth Movement has a vast network of partners in the private and public sector. We can help connect you to these folks to support you with your event. Letting partners lead one of your stations is a great way to seamlessly incorporate them into your plans. Not only does this help in your planning process but it gives the partner a platform to connect with the youth at your event.

### SPECIAL GUESTS

Having inspirational special guests in attendance can be a great way to inspire and motivate the youth. We are happy to help brainstorm ideas and/or connect you with folks in our network who could serve as guest speakers.

### RECRUIT + TRAIN VOLUNTEERS

Determine how many volunteers you need to ensure the event goes smoothly. At the University of Oregon, they usually staff two volunteers per team and a few more per station. Once you have volunteers signed-up we strongly encourage hosting an hour long training to prepare everyone for the bid day and ensure they are fully informed and empowered to create a safe and fun environment for the participants.



# WEEK OF LOGISTICS

## PLEASE, DON'T LET THIS OVERWHELM YOU

This whole packet might seem overwhelming, however this is just a base to help you throughout the year towards putting on a successful event. You don't have to do all of the things mentioned in this packet, and you can always do things in whatever ways work best for you.

## INVALUABLE EXPERIENCE

Take into consideration the amazing experience that you are going to take out of this. You're going to learn so much about yourself and have the chance to lead a staff and an entire event. Don't undervalue the real world experience that you're going to be able to take from this!

## WE ARE HERE TO HELP

Do not hesitate to reach out if you have questions or need help with anything. We are here to help you create an amazing event at your University and create a positive impact on your community.

# IDEAS TO CONSIDER

## RECRUITING

Reach out to friends or acquaintances who you think will be reliable, hard working, and that you can count on to do a great job. Describe benefits and job experience they can gain from working on the Movement.

## INTERVIEWS

It could be helpful to host interviews if you have limited room on your team and a large amount of interested peers. Develop interview questions that will help you get to know your teammates. We recommend working with others who share your passion for the Movements mission and vision.

## MEETINGS

Once your team is assembled, hold reoccurring meetings with the group. This will make planning and execution of tasks extremely efficient so that everyone is on the same page and remains accountable to their role. Also if you have sub-committees working on a specific aspect of the Movement (ex. Fundraising) encourage them to meet regularly as a smaller group.

# “RUN OF SHOW”

To ensure that any event runs smoothly you'll want to develop a super detailed ROS or Run of Show. The goal of this document is to outline with absolutely clarity what is happening on the day of your event on an hour by hour or even minute by minute basis.

## EXAMPLE ROS:

ACTIVITY	TIME
TEAM LEADER CHECK-IN	8:45 AM - 9:45 AM
STATIONS ROUND 1	10:00 AM - 12:00 PM (15m/per)
LUNCH	12:00 PM - 1:00 PM
STATIONS ROUND 2	1:00 PM - 2:30 PM (15m/per)
CLOSING CEREMONY/	2:30 PM - 3:00 PM



# SUSTAINABILITY

**Being a responsible Movement leader means being thoughtful about all aspects of the event, program or initiative that you are creating. Take some time as a team to carefully consider the potential environmental impacts of what you are planning and consider ways that you can cut or entirely eliminate waste.**

**Find a Champion:** Find someone to lead the event's sustainability efforts. It makes the planning easier and helps ensure that decisions aren't working against each other such as buying compostable plates but not remembering to offer composting bins at the event.

**Eliminate Single Use Plastics:** Eight million tons of plastics leak into the ocean every year, the equivalent of dumping one garbage truck of plastic into the ocean every minute. In a business-as-usual scenario, by 2050 there will be more plastics than fish in the ocean by weight. Try using water refill stations with reusable or biodegradable paper cups instead of bottled water or gallon jugs. If you must continue using single-use water bottles, work closely with a recycler to capture and sort them, and ensure they get recycled.

**Re-Use Materials:** Try printing non-dated signage to be reused in future years, thereby preventing yearly waste production and the cost of reprinting every year.

*"In every deliberation we must consider the impact of our decisions on the 7th generation."*

# TRACKING YOUR MOVEMENT

Understanding who your Movement is serving and the impact it is having on the community is a critical responsibility of any Movement leader. Not only will collecting this information and feedback help you improve the initiative for future years it can also help build your case for grant dollars and other types of community support.

We've developed a suite of resources for you to use to support you in this process:

If you are planning an event with sign-ups request our Google Form by emailing [movement@ym7.org](mailto:movement@ym7.org)

Conduct a Student + Faculty surveys after your Movement is done. You can request to use our generic survey by emailing [movement@ym7.org](mailto:movement@ym7.org).

We also encourage you to collect the contact information for any people involved in the planning process as well as day of volunteers.





# CLOSING THOUGHTS

We hope you found this document useful. If you made it this far hopefully that means that it was. We can't wait to learn more about what you are setting out to accomplish.

For General Inquires: [movement@ym7.org](mailto:movement@ym7.org)

**"GOOD LUCK"**

EMAIL [MOVEMENT@YM7.ORG](mailto:MOVEMENT@YM7.ORG) TO REQUEST ACCESS TO  
THE GOOGLE DRIVE LINK OF THE APPENDIX