

Students Against Drinking & Driving Association of Alberta



Resource Manual v.10.0

Students Against Drinking & Driving Association of Alberta

Dear Supporter:

On behalf of SADD Alberta, we would like to thank you for attaining the SADD Alberta Chapter Resource Manual. In this package you will find essential resources to assist in the success of your chapter. You will also find information that is pertinent to running your SADD Chapter.

The Students Against Drinking & Driving (SADD) Association of Alberta has been a registered non-profit organization in Alberta since 1990. SADD Alberta was built on the philosophy of youth empowering youth. We are a student run organization with registered, active SADD chapters in High Schools and Post Secondary institutions throughout Alberta.

SADD Alberta's goal is to inspire and motivate young people to stand up and eliminate the number one cause of death and injury among youth - drinking & driving! This is accomplished by encouraging schools and communities in Alberta to start a SADD chapter. We encourage this by expressing three ideas:

- 1. FRIENDS DON'T LET FRIENDS DRINK & DRIVE.**
- 2. DO NOT DRIVE WITH ANYONE WHO HAS BEEN DRINKING.**
- 3. DO NOT DRINK AND DRIVE YOURSELF.**

The success behind Students Against Drinking & Driving is that it is a student run. SADD is an organization based out of schools but extends into the home and the community. We accomplish our goals through province wide campaigns such as: Alberta Students Against Drinking & Driving Day (October), A Christmas Campaign (Dec), Don't Be A Sucker Don't Drink & Drive (Feb), Grad Campaign (May/June).

SADD Alberta is committed to ensuring that all chapters have access to information and resources that will be beneficial to their groups, and overall success. This package is geared towards the assistance in such achievements. Should you require additional information, contact information is supplied in the package. SADD Alberta would like to extend a huge thank you for the support you have given to the organization.

Should you have any questions I may be reached via phone at (403) 652-0607 or via email greg@saddalberta.com

Yours Truly,



Greg Schmidt
Provincial Coordinator
Enclosures

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About SADD Alberta

History

SADD Alberta is a registered, non-profit, organization that had its beginnings in 1990.

Mission Statement

To inspire and motivate young people to stand up and eliminate the number one cause of death and injury among youth...drinking and driving!

Philosophy

SADD Alberta is built upon the core philosophy of youth empowering youth. This philosophy is achieved through the dedication of our supporters, conferences, and every individual involved in SADD. Alberta's youth build working relations provincially, regionally, and municipally, with unity in mind, so they can stand together in the fight against impaired driving.

Goal

At SADD Alberta, our goal is to unite the youth of our province in the stand against impaired driving. Impaired driving is still predominant in today's society, so by uniting the province's future, its youth, we wish to eliminate the number one criminal cause of death. SADD Alberta strives to do this through inspiring and motivating the youth of the province, and by assisting them in reaching their individual chapter goals.

It is also a provincial goal of the organization to have at least one chapter per community in our province. With these chapters, we hope to eliminate impaired driving amongst our youth, communities, and provinces.

Attributes of Success

The success of SADD Alberta may be attributed to many factors. Overall success may be broken down into the individual successes of each chapter. SADD Alberta would not be able to be as successful as they are without the generous support of various donors. For a list of these sponsors, you may refer to the end of this manual, and be directed to the SADD Alberta website. There are also various individuals who contribute immensely to SADD Alberta, and therefore contribute to the overall success of the organization

How To Start A Chapter

There are no hard and fast rules for starting and maintaining a SADD Chapter. Part of the beauty of SADD is that it is unique to each and every school and community. Each will present its own challenges and rewards.

We know that you are a true visionary. You have taken a stand and are taking the lead in dealing with a huge social issue that knows no age, but yet is still the #1 killer among young people in Canada. We know that you believe in what you are doing and care a great deal about the project you are undertaking. We know that you have chosen to participate in your SADD Chapter for all the right reasons and now you need to put in a genuine effort.

SADD Alberta congratulates you and will be here every step of the way to support and assist you. Please give us a call or drop us a line. We love hearing about how things are going with your Chapter (both positive and negative) and we love being able to assist you with your SADD Chapter. We can give you many ideas on how to maintain an effective SADD Chapter. The time for ACTION is NOW!

Step 1: Form A Core Group

Many chapters start with only a handful of members. This core group will get the Chapter going. Don't be discouraged if your core group is small. All great things start small.

Step 2: Recruit an Advisor

Your SADD Advisor should be an adult over the age of 21. Teachers, administrators, police officers and parents (just to name a few) will all make great SADD Advisors. Try to keep in mind that having an Advisor that is also a teacher or administrator at your school is a great asset. Your SADD Chapter will benefit from having that contact when it comes time for approval for events and conference attendance, etc. They know the policies, etc. and will do their best to support your Chapter. You can also have more than one adult Advisor if it works for your group.

Step 3: Recruit Members

Use personal contact. Advertise your meetings with posters and on the school intercom system. Make sure you let it be known that SADD is for EVERYONE! You do not have to be a straight A student, a star athlete or particularly articulate. You just have to believe in the cause - that FRIENDS DON'T LET FRIENDS DRINK & DRIVE! Try to set your meetings for the entire semester right away. Make them consistent. (i.e. Every Tuesday at lunch in Room 335). This way students and teachers interested in being involved can work SADD into their schedule and attend meetings on a regular basis.

Step 4: Elect an Executive to Lead Your Chapter

To function smoothly you need to decide how your SADD Chapter will run. Some SADD Chapters like to elect an Executive team (See Executive duties for more info) and others have 2 Co-Chairs and set up a Board of Directors. Talk to the people involved in setting up your SADD Chapter and come to a consensus on what is best for your group. Work on the strengths of those you have within your Chapter and be creative and flexible.

Step 5: Contact SADD Alberta to Register your SADD Chapter

SADD Alberta asks that you register so we can recognize your group as an active "SADD Chapter". You will receive resources such as newsletters, conference information, posters and various novelty items.

Once these things are done it is time to start planning events. It is usually useful to plan for the entire semester or year. Make a calendar and keep in mind when other school and community events are taking place so your functions don't conflict. Buddy up and have your events compliment each other whenever possible. Don't compete with other groups within the school but rather work in conjunction with them to add to the success of the event. The possibilities are endless.

Support

Community

To be successful at reaching group goals, chapters should attain, and maintain, the support of their communities. If a chapter has a strong bond with their community, they will be received well, and have better turnouts at the events in which they host. SADD Alberta encourages all chapters to go out into their communities to establish a relationship with the people of their community. A relationship may be established through various ways. Chapters may invite community members to any events they are hosting, or print stories on their chapter in the local paper.

Chapters may also work alongside other groups to help establish a rapport with other groups. In the past, some SADD Chapters have worked with such organizations as Santa's Anonymous, Operation Red Nose, or even the local food banks. It would also be beneficial to Chapters to establish a relationship with local politicians, and the local police force. Mission Statement Inspiring change, one person at a time.

Provincial

Part of what makes our chapters successful is the support received from across the province. Chapters are able to keep in contact and share information through the use of our website, as well as networking opportunities such as our conferences. Members of the provincial organization are also available for support to the individual chapters, and have in the past traveled to different events held by these chapters.

Marketing Your Chapter/Events

The way in which you market your chapter will play a huge part in marketing success. As a group, you want to leave a lasting impression on your audience. Media and marketing has a huge impact on society, so it is best to use it as for your groups benefit. When carrying out your marketing, it is very important to always keep your audience in mind. Here are a few tips to remember when marketing an event, or your chapter:

- Establish a visual identity. Telus mobility is a good example of it. Through the use of vivid colours, and different animal representations, Telus has become known for their advertising. Telus has a very broad audience, and all are reached through their highly recognizable marketing campaigns. Use ideas such as these to make your marketing campaigns a success. But remember, go within the confines of your group, and don't aim too low.
- Utilize variation and message repetition. Simply put, establish a message, and deliver it in different ways. This can be done through announcements, posters, radio spots, or an ad or article in the newspaper. Just remember, keep the message the same. The more times people hear or see it, the more apt they are to remember.
- Use the appropriate media outlets for what you are marketing. Different media outlets include, but are not limited to; radio, television, newspaper, video presentations, and posters. If used properly, these can all benefit your group and/or event.
- Keep your goals in mind when conducting your marketing. If you are marketing an event, use the group goals in your marketing plan. Let your audience know what the goal is, and they may be more willing to assist. If they don't, they will at least know what you are aiming for.

When making up posters, or doing a presentation, here are a few tips that may help your group:

- Red is the best colour to use for maximum recall of written items.
- Don't use blue for items you want people to concentrate on. Blue cuts down on a participant's attention, and should be used for items you want to play down.
- Use yellow to attract attention. Yellow objects are usually perceived first.
- Use green markers on flip charts when you are in a room with poor lighting. Green produces the maximum luminosity for the amount of energy used.
- The best combination for reading is black type on Canary Yellow paper.

Recruiting

There are many different ways in which a chapter may recruit new members. Two of the easiest ways are through word of mouth, and by getting your own friends to join. Recruiting new members may require a bit of legwork, but the efforts are all worth it. If the SADD Chapter has established members at the beginning of the school year, your group might want to use them when it is time to register for classes, as they can set up a table and recruit members there.

Recruiting does not have to be just at the beginning of the year, and can be continuous throughout the school year. If you show fellow students that SADD is both fun, and has a good message, it is more likely that you will gain new members. Here are a few recruitment ideas or tips:

- Set up a table outlining what SADD does
- Host a recruitment drive
- Have friendly competition between the grades to see who can recruit the most members
- Recruit at various events your chapter hosts
- Hold a Recruitment Pizza Party
- Put up posters and announcements around your school

These are only a few ways to get new people involved in your chapter. For more ideas, try networking with other chapters on our website, Face Book (Group & Fan Site name SADD Alberta) or Twitter (SADD_Alberta)

Structure

Advisors

Each chapter must have at least one adult advisor, who acts as a meeting facilitator, or a general go to person if the chapter members have inquiries. Since SADD Alberta is a student-based organization, we believe the students should have the greatest roles. Although the students make up the chapters, success may not be achievable without the assistance of the staff advisors. This means that the advisors are also an integral part to the success of each chapter.

Staff advisors act as facilitators, mentors, as well as leaders. They are in place to guide the chapters and to act as an addition resource of information. The advisors keep the group in focus, and make sure they don't sway far from the group's goals. The staff advisor must be someone who the students like, and respect, as this will form a good working relation amongst the group.

The staff advisor must also be dedicated to both the organization, and the students. The students must also be able to see the commitment from their advisors, as the advisors are the ones who set the example. Advisors also have a huge impact on the success of recruitment, and retention. The advisors also act as liaisons between community members and the members of the individual group

Students

Without students, SADD Chapters would not be possible. These students, mainly high school, are from across the province, and are what makes up the base of the organization. There are many different roles for the students to be apart of in their chapters. Most chapters form an Executive consisting of the following positions: President, Vice-President, Activities Coordinator, Treasurer, Secretary, and grade Representatives. Some schools may choose to have these positions, or ones that slightly vary. Other chapters have chosen not to form an executive, so that all members are viewed as equals in their group.

Being on the Chapters Executive does not make a person elite, and that is a point the Advisors should stress. The Executive positions are typically voted on, in election/campaign style. Once again, it is up to the chapter to decide how the Executive is chosen. In conjunction with the Executive positions, are the members of the SADD group. These members are extremely important to the functioning and success of each SADD Chapter. The following gives a breakdown in descriptions for each of the Executive positions.

President: The Presidents key responsibility is to ensure the group is running as effectively and efficiently as possible. He or she also acts as the go-between for the group and the groups Staff Advisor. The President is also responsible for acting as the head at any meetings the SADD Chapter hosts, and is also responsible for making sure the Executive carries out their outlined duties. The President may also act as a spokesperson for their SADD Chapter. He or she is also non-voting member, unless a vote is needed to break a tie.

Vice-President: The Vice-President may be assigned duties such as overseeing the production of the group. He or she also coordinates with the President to assign duties to the varying members of the group. The Vice-President is also responsible for recruiting members to their chapter, as well as marketing their chapter. In the event that the President is not available at an event, or to run a meeting, the Vice-President will step into that position for the time being.

Activities Coordinator: The Activities Coordinator is responsible for planning activities, as well as coming up with these events. This does not mean that the Coordinator should be doing everything. He or she should take input from all members of the group, as well as seeking out assistance in the coordination of events. The AC should be a very motivated person, with the ability to motivate others to help out with the activities. He or she shall also seek out ways to reach a broad audience, and get support from as many people as possible.

Treasurer: The Treasurer is responsible for all funds coming and going in the Chapter. This person should coordinate with either the Staff Advisor, or the schools Business Office to hold an account of all funds. The Treasurer may also be required to produce reports showing all transactions made by the group. He or she is also responsible for paying any outstanding bills for the SADD Chapter.

Secretary: The Secretaries main responsibility is to take minutes at each of the meetings. They may also keep a log of all minutes accumulated over the course of the school year. The Secretary also keeps a log of all the happenings of the SADD Chapter throughout the year.

Grade Representatives: The grade Representatives are responsible for communicating with their grade level. They are also responsible for coordinating events, and holding recruitment activities for their grade.

Provincial Organization

The Provincial organization of SADD is also structured with various positions. SADD Alberta has a board of directors, as well as a team of volunteers who help in all aspects of the organization. Each person has a specific task or role that he or she looks after. For a complete list of these positions, please visit us on the web!

Conferences

Provincial

In the fall of every year, SADD Alberta hosts a Provincial Students Against Drinking and Driving Conference. This conference is held in Edmonton, and is open to all active SADD chapters in Alberta. The province also welcomes delegates from the North West Territories. The conference typically takes place over a day and a half. For information on upcoming and previous conferences, visit us on our website!

Those delegates who attend the Provincial Conference are introduced to numerous leadership and anti-impaired driving speakers. Delegates who attend our conference learn new skills, and enhance others that will help them not only within their SADD Chapters, but will help them with day-to-day life. These delegates are given a tremendous experience, and ones that may change their lives and views.

New contacts, friends, and relations are all made through these conferences, and SADD Alberta encourages all eligible persons to attend these conferences. Once you have attended on conference, you will want to keep returning year after year.

National

Every year, in about the springtime, there is a National, Canadian Youth Against Impaired Driving Conference. The location of the CYAID Conference varies from year to year. The National Conference allows Alberta Chapters to network with other chapters from provinces around the country. For details of this conference, visit us on our website.

Team SADD

About Team SADD

Each year, in conjunction with the Provincial Conference, SADD members are encouraged to apply for “Team SADD”. What is Team SADD you ask? Team SADD is a group of approximately eight individuals who act as ambassadors and hosts at our provincial conference. They are responsible for ensuring that each delegate has the best experience possible. Other duties of Team SADD members include, but are not limited to, planning and executing skits and acts to be committed at the conference, introducing speakers and/or performers at the conference. Team SADD members also help to plan the conference, and lend a hand wherever needed throughout the conference.

There are also opportunities to come back the following year, if you are still in high school, and take part of the Team again. After graduation, there are also SADD Chapters in some post-secondary institution. Once out of high school, some Team SADD members have come back to volunteer within the Provincial Organization while some have gone on to speak at the Conferences. Some have also moved on in the role of a Team SADD Coach. Each year, we usually have two Team SADD Coaches, who guide the students throughout the conference.

Process

In order to become a Team SADD member, students must apply for the position. Applications usually come out in September, and the Team is picked by about mid-October. This is all dependent on when the conference is. Application forms may be found on our website, with all the necessary information as well.

Campaigns

ASADD Day

ASADD Day had its inception in October of 2007. This is a day that is set across the Province, where chapters host impaired driving related events. These events are held within the chapter's schools, as well as out in the community. The goal of this day is to achieve province wide unity for a full day to spread the concern regarding impaired driving.

SADD Alberta has put together a Resource Package to assist chapters in the execution of this specific day. Chapters are encouraged to network their ideas, and give input and feedback about other chapter's events. This may be done by visiting us on our website.

Contract for Life

The Contract for Life is an agreement between a person and his/her parents, a guardian, a relative or even a friend. "Person 1" agrees to call "Person 2" rather than drive while impaired or ride with someone who is impaired. "Person 2" agrees to pick "Person 1" up, regardless of time, providing that the incident will be discussed the next day when emotions and perhaps impairment have been slept off.

Ribbon Campaign

Give the phrase "Tie One On for Support" true meaning. The goal of this event is to create awareness for impaired driving issue by having motorists tie a red ribbon on their vehicle antenna. Remember that SADD is not against having a good time; it is against having a good time IRRESPONSIBLY!

SADD Chapters are encouraged to "blanket" their school and community with red ribbons.

Some great ideas that have been done are:

- Doing Check Stops with RCMP and hand out ribbons with a card thanking the driver for not drinking and driving.
- Hand out ribbons and cards at gas stations while people are gassing up.
- Hand the ribbons and cards out with a float in your community Santa Claus Parade.
- Set up a display in Shopping Centers.
- Put ribbons & cards in staff mailboxes.

Put ribbons and cards under vehicle windshield wipers in parking lots. (Be sure to get the business' permission before distributing).

**It is very important that you DO NOT TIE RIBBONS ON ANTENNAS unless the driver has requested you too. Some people will leave the ribbon on their antenna perhaps not even knowing what it is for. Some of these people may be impaired drivers.

Check Stops & Ribbon Campaign

In partnership with the RCMP or City Police in your community do Check Stops. During the Check Stops give Ribbon Cards that thank the drivers for not drinking and driving. This makes some people think twice about getting behind the wheel of a vehicle while impaired.

Candle Light Vigil

The Candle Light Vigil is probably the hardest, and one of the most worthwhile events you can do. The gathering of hundreds of people to light a candle for those that have been victims of drinking and driving crashes. Some times the best place to do this type of an event is in front of City Hall or in a park.

Some schools have included someone reading a poem like "Death of an Innocent", someone singing the song Amazing Grace or another appropriate song and of course the lighting of candles and a moment of silence. This touching event makes you realize that drinking and driving effects everyone, both young and old.

Police Ride Along

Again with the help from the RCMP or City Police detachment you have the opportunity to ride along in their car as they are on duty. You get to see how they do their job and go through the procedure of booking an impaired driver. Knowing that you're sitting in the back seat, behind that cage, and you're not in trouble really is a great feeling!!

Liquor Bag Campaign

Contact a few liquor stores in your community and ask if they would be interested in a partnership for this fantastic event. They supply you with brown paper liquor bags and then you take them to elementary schools (grades 1-5 work great) and have the children draw or put phrases on why they think drinking and driving is so bad.

When seeing a little boy/girl's hand written message, "DON'T KILL MY MOMMY, I WANT HER HOME FOR CHRISTMAS, Jake, Age 7" on a bag as you purchase alcohol, it just brings a tear to your eyes. Sometimes, when asking the principals at the school to participate in the event they will let you and another SADD volunteer go into the classes and do a 10-minute presentation on what SADD is and how they can help you with the event.

Try to give the school a week to do the brown bags from the day you drop them off. Also, the earlier you contact the schools the better chance you have of them participating as teachers can follow a very tight timeline.

****Make sure you bring back the same amount of bags to the store you got them from.**

Float

Does your community have a parade every year for Christmas? How about Canada Day? Why not build a float and show everyone your dedication! Every year SADD chapters participate in Christmas parades and come out with bright smiling faces. The community is always very impressed and inspired by the unmatched spirit of SADD students.

Strike

For a SADD Strike you better be prepared to lose your voice, because trying to cheer over the honking of horns and whistling can get pretty hard. Make signs with messages like "Don't Drink and Drive" and "Drunk Driver's kill". Be very creative when coming up with your posters and signs, as they will catch more attention. It's a great way to show team spirit and create a bit of awareness within your community.

Some SADD Chapters have held SADD Strike's in front of a Court House or City Hall, with a march down a main street. This event is also a good way to get local law enforcement and media involved in your activities!

Mock Crash

The Mock Crash is your way of getting into a drinking and driving incident that you're able to walk away from. You set up a simulation and use people as FAKE victims to show what CAN happen in an impaired driving crash.

Contact your local Police & Fire Stations to get involved. This is a great opportunity for them to

practice with a situation that is as close as you can get to the real thing. Some schools have set the scene so well that they even have the impaired driver being arrested and victims being flown away by a chopper or put in a body bag and taken away in an Ambulance.

Wrecked Car

Placing a wrecked car on the front lawn of your school or in a highly visible location in your community with posters and banners all over it, beer cans and even a person on top of it with fake blood is sure to get peoples attention. This is another great way of showing some of the impacts of an impaired driving crash.

Go to your local Auto wreckers or Car Junk Yard and explain to them what you are doing. Ask if they would be interested in helping you out. Sometimes the company will even donate the use of the car and the towing! Be sure to thanks the towing company for their support.

Make sure that you get the history on the crashed vehicle. You do not want to place a car on display at your school and find out later that it was a family member or a friend of a student who unknowingly shows up for school in the morning to see the car his/her loved one passed away in.

Some schools were able to get a car that was used by the fire department in training or the auto wreckers will smash up a car for them. Someone does not need to die in it nor does it necessarily need to be an impaired driving related crash to get the message across.

White Out Day

Every 23 minutes an impaired driver kills someone in North America. To give students and staff a visual idea of just home many people are killed SADD members will "white people out".

You start in the school office randomly picking names from a student list. Then every 23 minutes through- out the day SADD students go to the students class and "white them out" by painting their face white and putting a sign around their neck saying the time they were killed by the drunk driver.

Some SADD Chapters have used T-shirts to show that someone had been "killed" and on the back of them it said, "I have been a victim! Please don't drink and drive!"

Body Outlines

This is an event that is very similar to Whiteout Day. Roughly 3 peoples lives are taken every hour (1 every 23 minutes), therefore SADD students place body outlines on the floor throughout the school using masking tape for the amount of people that would have passed away that day. This event can be a lot of fun, running around outlining each other on the floor.

SADD Chapters then put a poster in the outline with the SADD logo on it and a message saying, "I was killed by a drunk driver on my way home from school at 3:23 PM." An outline that has had a huge impact was the one of a mother and small baby in a very busy area of the school. The posters saying, "I was killed by a drunk driver on my way home from the hospital, 10 days old."

Be sure to talk to your custodial staff at your school, and be sure to remove all of the masking tape at the end of the day.

SADD Dinner

As a year-end event have a dinner with SADD students and your advisors. This is a great way to wined the year up and thank everyone for their hard work and dedication throughout the year. This is a good time for the Executive to present any awards or gifts to volunteers or advisors for outstanding contribution.

Graduation Calling Card

Have cards printed up with message such as "After Graduation, arrive alive, don't drink and drive." Distribute to local tuxedo rental shops and florists to hand out.

Lollipop Day

Distribute lollipops with the message "Don't be a sucker -- drinking and driving kills!"

Community Murals

Do a mural with drinking & driving messages. Ask each student in the school and/or chapter to help out. Have a dedication with city officials or school administration.

Skeleton Display

Use the science department skeleton in a wheelchair to portray the message "Think twice when a drunk driver offers to take you WITH HIM".

Birthday Message

Deliver a birthday card and SADD key chain to students in the school when they turn 16 with a message asking them not to drink and drive.

Trash Can Decorations

Paint trashcans for your community, park, or school with the message "Trash drunk driving".

Billboard Campaign

Get a billboard for one year. Sometimes a company in your community may sponsor the project and you can put their logo on it.

Open House

Set up safe driving/drug-free booth at your school's open house night. Ask parents to take a "Contract for Life" home.

Friend's Are Forever Chain

Create a chain with hundreds of handprints on the school sidewalk, or community's Main Street sidewalk. Use the theme such as "Take a Hand in Friendship - Save a Life. Don't Drink and Drive".

Coffin/Body Bag Display

Have displayed a few days before graduation. Place a mirror in the coffin so people will be looking at themselves. Use the message "This Could Be You! Don't Drink and Drive!"

Events For Fun

There are many different events that a chapter may hold. These events are held for reasons such as fundraising, awareness, and publicity. This part will cover awareness and publicity campaigns. The part following this one will cover fundraising activities.

Karaoke Contest

Love to sing? Some even dance! On the cafeteria stage have a contest to see who can "screech" out the best tunes! This event doesn't raise money but it definitely gets students pumped and full of energy. Give out some prizes like CD's, gift certificates or a \$50 cash prize to the winner.

Some SADD Chapters even had judges who held up big cards with a number 1-10 on it to rate each performance. Tell the participants it is not only who can sing the best, but also who gets the audience going the most. What a great event to just have fun and promote your SADD Chapter!

Jive contest

JUMP JIVE AN' WAIL! Get up and dance the... lunch hour away! Hold a Jive-A-Thon at lunch or maybe after school and give prizes to the ones who get down the best or last the longest!

Hershey Kisses

February is the month of love! So for Valentines Day show how much SADD really loves everyone by giving out Hershey Kisses compliments of SADD. Just go out and buy a bunch of big bags of Hershey kisses and give them out at lunch.

Some SADD Chapters have even put up a big banner in a busy hall that has been kissed with bright red lipstick by SADD members and on it says "FREE KISSES IN THE CAFETERIA TODAY!" Sometimes students and teachers think SADD is giving away REAL kisses. Boy, are they in for a surprise!

Limbo contest

Tell the participants it is not only who can go the lowest, but also who gets the audience going the most. Be sure to give great prizes for this event as well.

Spring Break Blitz

Set up a large area with sand for a "beach." Have volleyball during lunch, a swimsuit fashion show by local store, free ice cream, etc. This may turn into an annual event!

Annual Volleyball/Other Tournament

Just for fun, sponsor tournaments using other clubs, classes, or teachers to have games during lunch. Give out a trophy to the winning team or provide donuts one morning or pizza at lunch. This could be an annual event. This is a great way to get people involved in SADD who may not traditionally join that type of club.

BYOB

Have a party with the theme "BYOB" -- "Bring Your Own Banana." Offer refreshments and ice cream for banana splits.

BINGO NIGHT

Have your SADD Chapter sponsor a Bingo Night where members will run several Bingo games and offer prizes to the winners. (SADD mugs, T-shirts, pens, etc., could be several of the prizes.)

Casino Night

Have the chapter with the help of parent sponsors have a casino night during which gambling tables and coin machines are set up, and serve non alcoholic drinks.

Dance Lessons

Sponsor dance lessons as a fund-raiser for your chapter (i.e. country, hip-hop, club, etc.).

Battle of the Bands

Sponsor a battle of the bands and have the bands promote impaired driving awareness.

Halloween Fun

Sponsor a costume party for a younger age group. Have a Haunted House with non-alcoholic drinks.

Sponsor a pumpkin-designing contest or visit hospitals and take treats/small toys to youth who can't go trick or treating.

Some of these events may also be turned into fundraising activities.

Fundraising

About Fundraising

Fundraising is important to helping a SADD Chapter achieve maximum exposure. While it is not the most important aspect to your Chapter, fundraising will be beneficial in many ways. Good fundraisers can help your Chapter market itself, as well as attain and maintain good relations with members of the community.

At the beginning of the school year, your chapter should set out goals, and make a plan on how to achieve those goals. Fundraising will help in the success of this. A fundraising event must be thoroughly thought out in order to achieve the overall goal. Your Chapter should cover all the Who, What, When, Where and How's. Some of these include, but are not limited to:

Who are we trying to reach?

Who will do what for the event?

What event will maximize our group objectives?

What needs to be done in order for this event to be successful?

When will this event take place?

When should our planning deadline be?

Where should this event be held?

Where will this event get our group?

How can we get maximum exposure for our event?

How can this event help our group achieve our goals?

Your SADD Chapter must also remember that it is up to them to plan the event, and it is not up to the Chapter Advisors. This does not mean that the Chapter President has to plan every event. Events should be delegated out so that everyone in your Chapter has involvement. Make sure your event has realistic goals. Ensure you have the permission of your school, or school board to host the event. Advertise your event so people know the who, what, when, and where's. Send notes of thanks to anyone who helped to make your event a success. A lot of companies appreciate appreciation! The most important thing to remember at any fundraising event is to have fun!

Fundraising Ideas

Wake-A-Thon

This event can be used as a fundraiser for SADD, and also as a recruitment tool for members. Some SADD Chapters will host a Wake-A-Thon early in the year and open it up to all students. Set a minimum amount that students need to raise to come to the Wake-A-Thon (between \$30-\$50). The SADD Chapter does up the pledge sheets and a letter saying that SADD is doing the event. Be sure to sign out every pledge sheet and be sure that they are returned at the end of the event, with or without pledges.

Have movies, games, sports, contests and food ready for this one. Stay up all night for the money you raised.

SADD "Sound off, Send off" Week – Graduation

We spend our entire school years looking forward to one exciting day- GRADUATION! The day when all those years of hard work studying, endless hours reading texts and countless times we tried to do that darn math question pays off. You worked hard and deserve to celebrate this legendary milestone in your life. SADD just doesn't want this to be the last day of your life.

SADD Week is the first big set of events that the new SADD Executive at your school is in charge of organizing (SADD Elections should take place near the middle to end of April). The outgoing executive still plays an active role in the events, but as advisors and facilitators to the new Executive. The week takes place the week before Graduation at your school. Events for this week are geared towards congratulating the Graduating Class of your high school and community and wishing them a SAFE and EXCITING Graduation weekend.

The major event that will be happening provincially during this week is Sound off, Send off. At 1:11pm (or other time depending on your school timetable) on the Wednesday before your school graduation all students are gathered in a general area outside of the school (usually triggered by a planned fire alarm test). Once all students & staff are gathered in the area they will see things such as: Fire trucks, Police, Ambulance, the school band, a local Radio Station LIVE on location, a DJ with LOUD speakers, media and lots of noise makers for students.

A SADD student comes on a microphone and explains to your school what Sound off, Send off is and why they have been asked to participate. Then with a count down, make as much noise as

possible to create awareness for impaired driving and to wish the grads of your school a safe weekend.

You can even get the rest of your community involved through assistance from a local Radio Station who is broadcasting live and encourages vehicles to pull over and HONK THEIR HORNS for support.

Get the Mayor of your community to make a proclamation for the week.

Mocktails

Exactly like a Shirley temple! Make non-alcoholic drinks and give them away to students at lunchtime. Mocktails are easy to make and YUMMY to drink. The message SADD tries to get across is "you don't need alcohol to have good time".

Wreck-A-Car

In order to do this event, you must get proper insurance through your school and the city. It is also good to work with the police, fire and rescue, as well as local media on this event. First, you will need a vehicle to wreck. Call the local junkyard, or auto body shop, and see if they have a vehicle that is not in working condition, but one that is not totaled. Next, have the vehicle hauled to your school parking lot (make sure it is clear of vehicles). Get a couple of sledgehammers, and sell hits on the car for a dollar. You will be surprised at how many people will want to destroy the car.

Advertise this event all over the school. When the event is over, take pictures of the vehicle, and use that for future advertising. Come up with some catchy slogans that relate to impaired driving.

You may also try to do this as a car-drop. You can say that for every five dollars that is raised, to a maximum of 'x', the car will be raised a certain amount of feet to be dropped.

SADD BBQ

Get some products donated from local business and host a BBQ. You may also try to get prizes donated and hold activities to give away these prizes.

Coin Harvest Drive

Wear your SADD clothes, and go door-to-door doing a coin harvest. Bring a letter from your SADD Chapter explaining the event in case some are hesitant. You should also bring either letters or cards of thanks to those who donate to your chapter. This drive can bring in quite a bit of money for your SADD Chapter.

Bottle Drive

This requires the coordination of either parents with vehicles, or participants with vehicles. You simply go door-to-door collecting bottles for your SADD Chapter. The bottles are then returned to the depot for a profit. Not only are you making money, but you are recycling too!! Talk to your school administrators and see if you can have the bottles from the bins at the school too.

Sponsorship

Write a letter to local businesses about sponsorship opportunities. Remember to outline specifics like what you will do with the money, and how they will be benefited. Some companies require additional information, so be prepared!

Bingos

Get in touch with your local charities board, or the local gaming board, and find out if your chapter qualifies to do bingos. This is a good event for your chapter, and you may be required to have parental assistance. It also helps to get your name out in the community.

Christmas Coat Check

This may work better in larger communities, but if you live in a small community, use this for similar events. If there is a big Christmas party coming up in your community, offer to do coat checks for donations. Your presence at the party will make people think twice about getting behind the wheel if they have consumed alcohol.

This fundraiser may also be held with the cooperation of the local Operation Red Nose program.

Operation Red Nose

For insurance reasons, you must be over 18 to participate in this event. This is a good way to get your parents, teachers, and other volunteers involved with your group. Those who are able to, act as a designated driver for people who have gone out to part for the night, and want to get home safely. You can charge five dollars per person to be driving anywhere in town. Not only will you be making a profit, you will be doing a good service to your community, letting your organization be known, and you will be ensuring that people do not drive home while impaired.

The best time for this event is over the Christmas Holiday Season.

For additional events and fundraising activities, check out our website!

Resources

Contract's For Life

The Contract for Life is an agreement between a person and his/her parents, a guardian, a relative or even a friend. "Person 1" agrees to call "Person 2" rather than drive while impaired or ride with someone who is impaired. "Person 2" agrees to pick "Person 1" up, regardless of time, providing that the incident will be discussed the next day when emotions and perhaps impairment have been slept off. Mission Statement

Inspiring change, one person at a time.

Useful Sites

For a list of website that will benefit your SADD Chapter, look for the links page on our website!

Mocktail Recipies

The following is a list of some mocktail recipes. You may find others on the Internet, or in mocktail recipe books!

<p>Creamsicle 1 can 355ml of frozen orange juice 2 litres ginger ale 1 litre vanilla ice cream Let frozen orange juice thaw. Pour all ingredients into a large punch bowl and mix well. Variations: substitute ginger ale with 7-Up or Sprite for a slightly different taste. Serves 18-24</p>	<p>Lovesicle 1 can frozen fruit punch (355 ml) 2 litres 7-Up or Sprite 1 litre vanilla ice cream 8 strawberries cut in half (to look like hearts) Let frozen fruit punch thaw. Pour all ingredients into a large punch bowl and mix well. Add strawberries in once it is mixed well. Serves 18-24</p>
<p>Mock Champagne 2 litres Apple Cider or Apple Juice 2 litres Ginger Ale optional Grenadine Syrup Pour apple cider and ginger ale into a punch bowl. Add enough grenadine to make a light pink color. Serve with ice cubes in each glass. Serves 16-20</p>	<p>Violet Froth 3/4 cup pineapple juice 1/4 cup grape juice 1 cup buttermilk or yogurt 1 ripe banana 1/2 cup ice (about 3 large cubes) Let frozen fruit punch thaw. Pour all ingredients into a large punch bowl and mix well. Add strawberries in once it is mixed well. Serves 18-24</p>

<p>Martian Meltdown 1 cup Non-fat plain yogurt 1 cup Skim milk 1/4 cup Pistachio-flavored instant pudding mix 1 medium Banana (ripe) handful Crushed ice Throw everything in a blender and whirl away until smooth. Serves 1-2</p>	<p>Fruit Juice Cooler 1 can frozen fruit punch (355 ml) 2 litres 7-Up or Sprite 1 litre vanilla ice cream 8 strawberries cut in half (to look like hearts) Let frozen fruit punch thaw. Pour all ingredients into a large punch bowl and mix well. Add strawberries in once it is mixed well. Serves 18-24</p>
<p>Shirley Temple 1 dash Grenadine 1 cup Ginger Ale Fill a Collins glass with ice. Add grenadine and then fill glass with ginger ale. Decorate with a cherry and an orange slice. Serves 1</p>	<p>Bikini Breezer 3/4 cup Non-fat strawberry yogurt 1/2 cup Skim milk 1/2 cup Orange juice 1 medium Banana (ripe) 1 tsp Honey handful Crushed ice Throw everything in a blender and whirl away until smooth. Serves 1-2</p>
<p>T N T 4 oz Yogurt 1 cup Pineapple Juice 2 cups Orange Juice 2 cups Crushed Ice Add and blend the first four ingredients in a blender. Blend well. After pouring into individual servings add a few drops of grenadine. Serves 6 (6 oz servings)</p>	<p>Easter Egg Hatch 3.5 oz Frozen Vanilla Yogurt 2 oz Orange Juice 1 tbsp Sugar Syrup In blender, combine yogurt, orange juice, sugar syrup, and 3.5 oz. crushed ice. Serves 18-24</p>
<p>Orange Julia 2 cups Milk 1 can Unsweetened Orange Juice Concentrate 1 teaspoon vanilla 10 Ice cubes - crushed Place all ingredients into a blender and mix. Serves 8-10</p>	<p>Safe Sex on the Beach 1 oz Peach Nectar 3 oz Pineapple Juice or Grapefruit Juice 3 oz Orange juice Pour peach nectar, pineapple juice (or grapefruit juice) and orange juice into a highball glass with several ice cubes. Stir well. For an added touch serve with a cocktail umbrella and a condom. Serves 18-24</p>

<p>Cardinal Punch 1 can frozen cranberry juice 3 cans water 2 cups orange juice 2 oz lemon juice (the juice of 2 lemons) 4 litres ginger ale Combine juices and chill. Pour into punch bowl over block of ice and add ginger ale. Serves 20-24</p>	<p>Hot Buttered Apple Juice 2 sticks cinnamon 8 whole cloves 12 ml sugar 4 strips lemon rind (1 inch) 12 ml butter 1 litre boiling apple juice sprinkle ground nutmeg Put 1/2 stick cinnamon, 2 cloves, 3 ml sugar, a strip of lemon rind, and 3 ml butter in each of 4 large mugs. Add a little of the hot apple juice to each mug, stirring to blend well. Let steep 1 minute. Fill mugs with remaining apple juice. Sprinkle with nutmeg. Serves 4</p>
<p>Fruit Smoothie 1 litre skim milk 2 ripe bananas 1 cup frozen strawberries (sweetened or unsweetened) Serves 4 Combine ingredients in blender or food processor and whirl until smooth.</p>	<p>Virgin Caesar 1 cup Clamato juice 1 shake salt 2 drops Tabasco sauce 4 shakes Worcestershire sauce 1 pinch pepper Serves 1 Fill a large glass with crushed ice. Add Clamato juice to fill, and then add remaining ingredients. Stir and serve with a short straw.</p>

Contact Information

For an updated list of SADD Alberta's contact information, view our website at www.saddalberta.com. Or you can email info@saddalberta.com at any time to receive more information about this manual, the organization or any other inquires