

HI-Y WEEK

HI-Y Week Introduction

HI-Y Week showcases HI-Y 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 HI-Y does and why HI-Y is such an important part of your time. The idea for HI-Y Week came from the HI-Y Council:

1. To make the school and community more aware of HI-Y, and
2. To increase the commitment of members through a week of sustained activity.

HI-Y Week is the third full week of March. If that week is bad for your HI-Y, choose different dates.

Come up with upbeat and creative ways to have a great time and positively promote your HI-Y. 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 HI-Y message out. More ideas are in this section. Use them and add your own!

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

Hints for Making HI-Y 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 HI-Y 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 HI-Y 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.
HI-Y Week	Make this week one to remember!!!
After HI-Y Week	Evaluate your work. Mail evaluation to HI-Y Leadership Center. Thank those who helped.

Sample HI-Y Week Outline

DATE	EVENTS	PLACE	TIME	CHAIRPERSON
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	
	HI-Y 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	YMCA Mission Fundraiser	City Wide	10:00 am	
	Skating	Skateland	7:00 pm	
Sunday	HI-Y Banquet And Awards	Elm Hotel	6:00 pm	

Grab Bag of Ideas

SCHOOL

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

COMMUNITY

13. Clean Up Project.
14. Have mayor proclaim HI-Y Week.
15. Use newspaper, radio, and/or television as much as possible.
16. Provide services to local churches on HI-Y Sunday and/or bulletin inserts. (Inserts available from HI-Y Office).
17. Invite adults to serve on local YMCA Committee to provide community support to your HI-Y and the State HI-Y Program.
18. Hold an open house or public meeting.
19. Attend church as a group.
20. Hold a Local Youth in Government Day.
21. Display posters.
22. Craft Night.
23. HI-Y Dinner – Invite alumni, School and city officials, parents.
24. International Dinner.
25. Windshield Wash.
26. 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 HI-Y stands for and what you are doing.

Bulletin Board and Poster Themes

- HI-Y MEMBERS (picture and write-up about them)
- State activities
- Community Projects
- School Projects
- Honors
- Purpose – Leadership, Fellowship, Service
- HI-Y History
- Alumni
- YMCA Missions
- HI-Y Scrapbook

HI-Y is Like...

HI-Y is like a palace ball. You can sense the excitement and hear the music from far away; but only when you join in the dance do you see the real beauty of it.

HI-Y is like riding your first roller coaster. It takes courage and lots of convincing to get on. You experience ups and downs and often feel unsure, but in the end, you gain confidence from meeting your challenge and conquering your fears.

HI-Y is like a vending machine. Once you put in your 2 cents, you get out of it what you want. If you don't put in enough, you always end up getting short-changed!

HI-Y is like many rivers flowing into an ocean because they begin as individuals and emerge to form as one.

HI-Y is like a jelly donut – you have to get into it to get the good stuff..

HI-Y is like a Louisville Slugger – there is no other experience like it.

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 HI-Y, but it can also make the editor that handles the release respect your HI-Y'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 HI-Y name in the public eye.
- If you are going to have an event for media (such as the mayor proclaiming HI-Y 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 HI-Y and HI-Y 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 black and white, and are good quality photos of PEOPLE. Photos with some "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 HI-Y IS UNLESS YOU TELL THEM!

Example Press Release

(USE HI-Y STATIONERY IF YOU CAN)

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

FOR IMMEDIATE RELEASE

MAYOR DECLARES HI-Y WEEK IN (your town)

(your town, your state) – Mayor (mayor's first and last name) today proclaimed (enter correct date correct date), as HI-Y 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 HI-Y's name) HI-Y and their families, members of the press and people of the community.

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

HI-Y, or High School YMCA, is a leadership and service organization for 6th through 12th grade students sponsored locally by the HI-Y Leadership Center. Statewide, HI-Ys 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 HI-Y Week, HI-Ys participate in activities designed to make the community aware of the positive activities of youth. HI-Ys throughout Ohio and West Virginia will be observing HI-Y Week.

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

For more information on HI-Y or HI-Y Week, contact (your name) at (your phone #), or call the HI-Y Leadership Center at (304) 478-2481.

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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 "HI-Y" or "HI-Y 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 HI-Y to use for HI-Y Week:

PUBLIC SERVICE ANNOUNCEMENT

FOR BROADCAST THROUGH last day of HI-Y 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 HI-Y, a high school leadership and service organization that gives youth the chance to make a difference. (Enter date) is HI-Y Week in (your town). To find out more about what the (your school) HI-Y is doing for HI-Y Week, and how you can become involved, contact (your name) at (your phone #). That's (your phone #). HI-Y Week, (enter date) . . . because youth can make a difference!

(approximately 20 seconds)

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

(approximately 10 seconds)

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

Report of HI-Y Week

(Date)

Name of HI-Y _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

Please check the following activities that your HI-Y participated in during HI-Y 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 HI-Y
- Sponsoring a special meeting for the community
- Special articles on HI-Y in school newspaper
- Bulletin boards, signs, posters in school, churches, public places, etc.
- Giving special recognition of appreciation to Advisors and Sponsors
- HI-Y Dinner for members, families, alumni, honorary members
- Developing an emblem/t-shirt for your HI-Y
- Films in school on YMCA work
- Other Projects _____

COMPLETE AND RETURN TO:

HI-Y LEADERSHIP CENTER

P.O. Box 239

Pt. Pleasant, WV 25550

(304) 675-5899

HI-Y President: _____ Advisor: _____

Sample HI-Y Week Proclamation

PROCLAMATION

*Whereas, the Ohio-West Virginia YMCA's
HI-Y LEADERSHIP CENTER
is organizing a week to pay tribute
to the fine work and service of HI-Y organizations; and*

*Whereas, HI-Y helps youth develop
Leadership, Character and Service as they
work to build better futures for all; and*

*Whereas, the HI-Y Leadership Center and local HI-Ys
organize this HI-Y Week; and*

Hence, HI-Y Week will be recognized by the Citizens:

Now Therefore, I

Mayor of the City of

do hereby proclaim the period of _____ (date)

HI-Y WEEK

And call attention to all citizens of this observance.

Dated this _____ day of _____, 20__

*_____
Signature of Mayor*