

**YOUTH
VOLUNTEER
CORPS**



*The
Butterfly
Effect*

YVC Day Toolkit

**Created with the support of the
2020-2021 International Youth Advisory Board**

YVC Day Theme

The Butterfly Effect

The Butterfly Effect was chosen by YVCHQ's International Youth Advisory Board (IYAB). All YVC programs are invited to plan a YVC Day project aimed at finding the unmet needs in their community and serving your community's needs- however small! Of course, this is a broad theme and creativity is encouraged!

Thank you to the members of the 2020-2021 International Youth Advisory Board for helping create icebreakers, team builders, social media content, press releases and project ideas for this year's YVC Day!

Brett, Alpena, MI	Alison, Anderson, SC	Emma Ann Arbor, MI	Iliana, Calgary, AB
Estelle, Calgary, AB	Neil, Calgary, AB	Malorie, Cedar City, UT	Vansh, Charleston, SC
Benjamin, Columbia, SC	Hannah, Corvallis, OR	Kate, Corvallis, OR	Vidya Des Moines, IA
Akilah, Hampton Roads, VA	Brianna, Hampton Roads, VA	William, Hampton Roads, VA	Caroline, Kansas City, KS/MO
Dilanka, Kansas City, KS/MO	Cadey, Muskogee, OK	Xinyan, Muskogee, OK	Emani, Philadelphia, PA
Rahul, Plymouth, MI	Shruti, Plymouth, MI	Karleigh, Reading, PA	Annemarie, St. Joseph, MO

Graphics

These YVC Day graphics are designed to help you promote this special network-wide service initiative. You can download these graphics and more online. Materials can be found at <https://yvc.org/volunteer/yvc-day/> and in the Marketing section of the [Affiliate Login](#).

Volunteering is a powerful way to make our communities stronger. We know systemic change only happens when we all participate. This is why affiliates across North America are joining forces on YVC Day. Their combined service will create a ripple effect of positive change across the continent.



YVC DAY

YVC DAY



YVC DAY

This year, YVC Day is March 6. The theme, The Butterfly Effect, was chosen by our International Youth Advisory Board. All YVC programs are invited to plan a YVC Day project! This year, IYAB focused on the concept that even small acts of service have the potential to grow into a larger impact. All of us have the ability to make positive change.

Canva templates are available online!

Projects

Make it Meaningful

To help you make your YVC Day project a complete success, IYAB created a list of project ideas and chose corresponding service-learning lessons. YVC Day 2021 will be an excellent opportunity to explore the unique needs in your community! Remember that the point of YVC Day is to show our youth volunteers that they are part of something bigger. Make time throughout your day to explain to your volunteers that they are part of a movement of youth who are changing their world through YVC. These service-learning lessons and more can be found online.

* = new lessons + = Denotes Mental Health related lesson

Broad Community-Based Service-Learning Lessons

[A History of Service*](#)

[Benefits of Volunteering](#)

[Community Puzzle](#)

[Tell the World](#)

Service-Learning Lessons by Project

- We encourage you to utilize the DeBruce Foundation's Agile Work Profiler with your youth! Whenever you use the Agile Work Profiler, please complete [this quick survey](#).
[Career Exploration-Agile Work Profiler](#)
[Dream Jobs](#)
- Host a food drive for food banks overwhelmed by the increased need of COVID-19.
[Nutrition Label Activity*](#)
[Hunger Tree](#)
- Host a book drive: Many public libraries are closed due to the pandemic which means youth are without reading materials. By creating pop-up libraries for youth in the community, it promotes literacy and provides books for youth who may not have the opportunity to buy or rent books.
[Reading Aloud](#)
[Construct or Destruct- The Power of Words+](#)
- Work with a local senior home to safely deliver cards, goody bags or small gifts to their residents.
[Intergenerational Interviews- could be set up online](#)
[Views of the Elderly](#)
- Teaching skills virtually: Does someone in your YVC affiliate have a special talent or skill? One skill could be to teach youth to knit and donate hats or blankets to a local nonprofit. Another could be to teach youth preparing for life after college how to balance their checkbook or fill out tax forms.
[Looking Closely at Ourselves](#)
[How I Lead](#)
- Rock painting: Work with a local landscaping businesses to gain donations or gather rocks from your own garden and paint positive messages and/or images to place in various locations around your community for others to find and enjoy. Continue a creating new rocks and messages for a continuous cycle and possibly create a page or hashtag for your community to post the pictures of the rocks that they find.
[Everybody is Unique](#)
[Volunteering and Mental Health](#)

Project ideas provided by Brett, Alpena, MI; Benjamin, Columbia, SC; Dil, Kansas City, KS/MO; Karleigh, Reading, PA; and Annemarie, St. Joseph, MO.

Service-learning lessons chosen by Vansh, Charleston, SC; Akilah, Hampton Roads, VA; Brianna, Hampton Roads, VA; Caroline, Kansas City, KS/MO; and Xin, Muskogee, OK.



Icebreakers

Secret Compliments (5 - 10 minutes)

Great for virtual projects! The program directors sends each youth the name of someone else in the project through a private message. It is then each youth's job to say a few things throughout the project that makes that person happy or encourages the person. At the end, everyone has to guess who their compliment creator was.

Random Act of Kindness Memory (10 - 20 minutes, dependent on group size)

In-person or virtual: Have each youth share a random act of kindness that someone did for each of them. This memory would be one that the individual doing the random act of kindness might not have thought as a huge act that made a lasting impact and the youth still remembers to this day.

Team Builder

Sell It (10-20 minutes- dependent on group size)

Works well for virtual projects: at the start of the project, ask each youth to grab any item on their desk or around their environment. Don't explain why they will need this item. If they ask let them know that they will find out soon enough. Once each youth has their item in hand, explain that they are now tasked with trying to sell it to the other youth in the group. Each youth can set the price of their item before delivering a 1 minute sales pitch and will have 1 minute to answer questions. After all youth have tried to sell their product, take a vote or use the poll option, to select the one item they would want to buy. The person who gets the most people convinced to buy their product is the winner.

Icebreakers and Team Builder provided by Estelle, Calgary, AB; Hannah, Corvallis, OR; Kate, Corvallis, OR; Cadey, Muskogee, OK; and Shruti, Plymouth, MI.

Marketing Resources

Social Media

Spread the word about YVC Day projects on social media! Be sure to encourage youth to post to their personal pages too! We would love for you to use these post to promote your projects.

Before

General Tips

Before YVC Day, it could be interesting to engage youth volunteers in Instagram quizzes or a social media challenge to highlight The Butterfly Effect. Facebook tends to reach more parents, including parents who don't have children in YVC programming. Potentially posting an infographic that highlights the word volunteer and youth could grab some new parents' attention.

Facebook

COVID-19 has affected so many wonderful people as it continues to spread quickly, but something better to spread quickly is love and volunteerism in our community! Here's to a future where we use the #YVCButterFlyEffect to create a lasting ripple that will impact our community in this difficult time. We are excited to be volunteering at (area) doing (activity) with our youth volunteers on (date of YVC Day).

#YVCDay is March 6th and we are participating in The Butterfly Effect this year! Youth will (Insert event information and details). Sign up (insert how to sign up) for your chance to make a difference in our community through small acts of kindness!

Twitter

Join us for the #YVCButterFlyEffect on (date of YVC Day) by volunteering to promote happiness and good will through small acts of kindness. #YVCday @YVolunteerCorps

Help make our community a brighter place by volunteering March 6th for #YVCDay! We'll be working on (insert project) to help improve our community for the coming decade. With your help, kindness will ripple throughout our community like a butterfly! (Link to registration.)

Instagram

Many of us are familiar with The Butterfly Effect, and youth volunteers at YVC (insert affiliate city) know how they effect their community through service. Join us in celebrating #YVCDay on March 6, 2021 as we share our #YVCButterflyEffect by (insert project details and photo).

Instagram Story Quiz Questions:

What is the theme of this year's #YVCday?

- a) The Toast & Butter Connection
- b) The Butterfly Effect**
- c) The Raindrop Effect
- d) A Butterfuly World

What day is YVC Day this year?

- a) March 2
- b) March 7
- c) March 6**
- d) March 4

What food source do butterflies need to survive?

- a) Mashed Potatoes
- b) Tree Sap
- c) Nectar**
- d) Corn Juice

What is the lifespan of a monarch butterfly?

- a) 3-5 years
- b) 9-12 months
- c) 2-6 weeks**
- d) 1-7 days

What year was the first annual #YVCday?

- a) 1987
- b) 1993
- c) 2008
- d) 2015**

Who first coined the term "The Butterfly Effect?"

- a) Joseph Coyle
- b) Edwards Lorenz**
- c) Stan Avery
- d) Robert William Thomson

Approximately how many butterfly species are there?

- a) 250
- b) 1,800
- c) 17,500**
- d) 1.8 million

What was last year's theme for YVC day?

- a) Dream Green**
- b) Building Bridges
- c) Helping Hands
- d) Hometown Heroes

Marketing Resources

Social Media, Continued

Social Media Challenge

Have all of your youth engaged in this challenge! Make a post doing this challenge using the hashtag “#YVCButterflyEffect”. As we get many volunteers across the network to participate, we can all come together and see the effect we all have on our communities! Note: These ideas can be run as an internal affiliate challenge. HQ will feature as many affiliates as we can on our HQ social media from #YVCDay projects. To allow us to see your picture, please make sure your account is public and use the hashtags.

- Post a picture of something YVC related and see how many shares you can get it within 24 hours. This can show how fast something can be spread and effected by so many people
- Challenge friends to share your posts- I post and two people repost challenges.
- Share posts and repost pictures from other YVC affiliates!
- Re-Trend: What is one of your favorite trends? Bring it back to life and do it with your group! This could be getting your YVC group to do the mannequin challenge, flossing, dabbing, try not to laugh, and so much more! We can see how something as simple as a trend can spread so quickly.
- The Hero Effect: Share a story of your hero and how they have influenced you. What is something they did that you now do/strive to do? Our actions influence others just as we are influenced for the good.
- Zoom Story: If your project is virtual, see what story you can make up while in the Zoom format. Maybe someone needs to borrow a pencil and you pass it along the screen to give it to them. Maybe you want to thank someone important to you and you surprise them. Get creative!
- Memories: Post your favorite YVC memory. Whether you are new, or have been in the program for a while, memories have undoubtedly been made.

During

Facebook

This year's #YVCDay theme was The Butterfly Effect. Our volunteers spent (amount of hours), starting the ripple effect of positive change throughout the beautiful community of (city name). (photo of youth volunteers serving their community)

Twitter

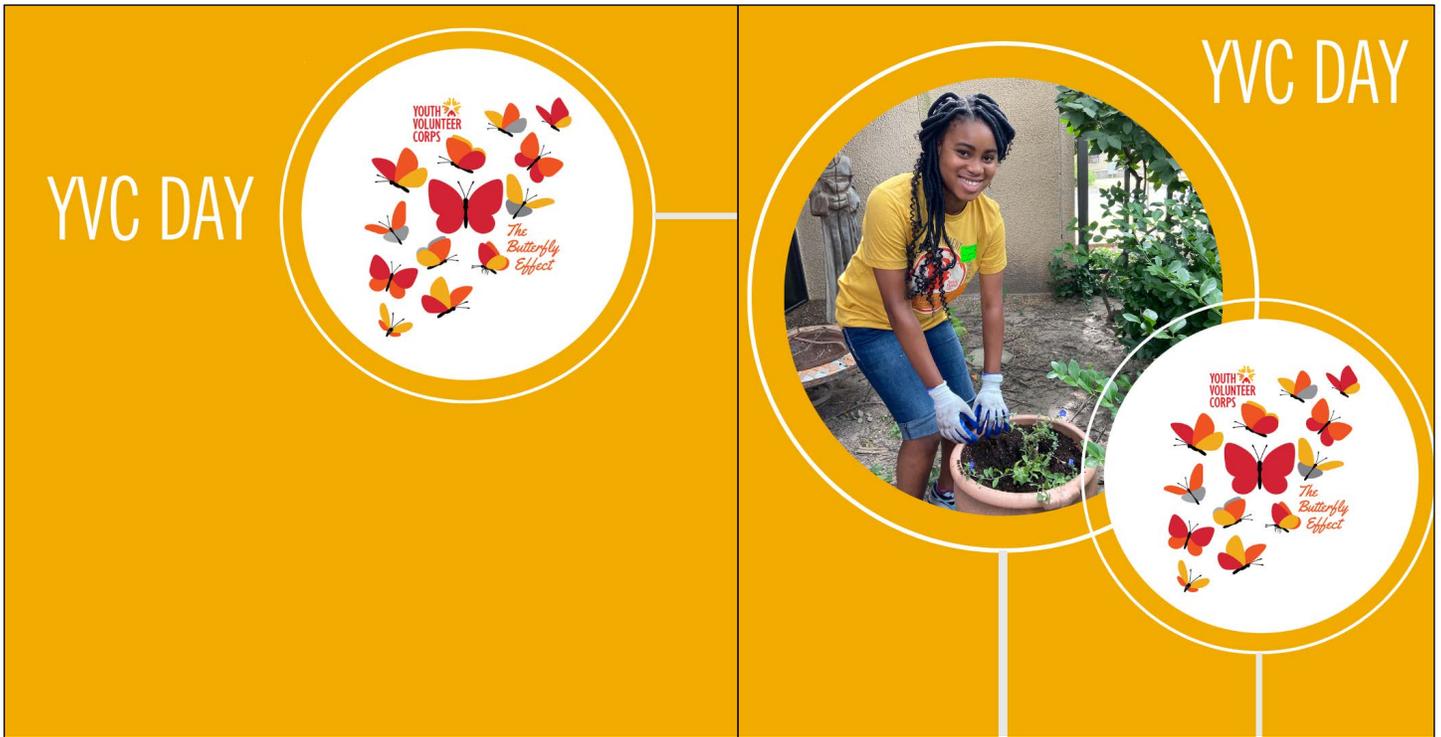
Happy #YVCDay from all of our fantastic volunteers across North America! This year's theme is The Butterfly Effect and youth across the continent are making positive strides towards a happier and more giving community where they live! #YVCday #YVCButterFlyEffect (Picture)

Here's what our volunteers are doing today in (city name). @YVolunteerCorps #YVCday #YVCButterFlyEffect

Instagram

Instagram is mostly viewed by a younger audience, largely youth volunteers, and it might be nice to see their work represented by themselves. It could be an interesting idea to reach out to a team leader or volunteer to have an Instagram live to show what really goes on at a project. This would be easy to do with projects like river cleanups, and it could even be interview style.





Marketing Resources

Social Media, Continued

After

General Tips

Share a collage or even a video of YVC volunteer ideas to #YVCday and #YVCButterFlyEffect. This could include include volunteer opportunities, little things to do in the home, notes of encouragement, and more.

Facebook

Our volunteers had a very successful #YVCday this year! We collected (number of books, resources), volunteered (amount of hours), and helped make (city name) a little better one act of kindness at a time. We are going to continue to do impactful projects all year long. #YVCButterFlyEffect

Twitter

#YVC youth volunteers are the best! The #YVCButterFlyEffect is all about creating a ripple effect of change through small acts of kindness and that is exactly what our awesome youth did! #YVCday

What are you going to do this 2021 to make the world a little more positive? Check out what our youth did on #YVCday!

Instagram

These amazing youth volunteers never cease to amaze us! During this project, we (insert details of results) during our #YVCButterFlyEffect project. How are you going to continue to share the #YVC spirit throughout the year?

Social media post content by Alison, Anderson, SC; Malorie, Cedar City, UT; William, Hampton Roads, VA; Emani, Philadelphia, PA; and Rahul, Plymouth, MI.

Marketing Resources

Press Release

Youth Volunteer Corps Day Project Celebrates Annual YVC Day

City, State -This March 6, youth in (Your Community) will be volunteering to celebrate YVC Day. Youth Volunteer Corps (YVC) is a non-profit focused on youth development and service. Founded in 1987, YVC engages youth across North America in service projects that address their community needs. YVC Day celebrates the spirit of volunteerism and encourages YVC youth across North America to lead their communities towards positive change. This year's theme is The Butterfly Effect. It promotes the idea that small acts of kindness are a catalyst for creating a ripple effect of positive change across the continent.

Our local affiliate in (Your Community) has organized a project to support (Target Population) during these unprecedented times. Throughout the day volunteers will be (Activity Description) while still following public safety precautions. (Affiliate) will be one of many groups of youth volunteers engaged in their communities on this day.

(Add quote here about your affiliate, the value of YVC in the community, and/or the impact of service-learning.)

YVC projects are not isolated to YVC Day, as we have many projects throughout the year. YVC offers a variety of projects both after school and on weekends to help youth understand and meet the needs of their communities. YVC offers opportunities to youth age 11-18 and instills a lifelong commitment to service. Those interested in joining the program should contact (Program Director) directly at (Email/Phone) or visit (Website) to learn more.

Press release provided by Emma, Ann Arbor, MI; Iliana, Calgary, AB; Neil, Calgary, AB; and Vidya, Des Moines, IA.

