

# EXAMPLE TIMELINE

THE  
WE  
CAN  
PROJECT

## NOTES

- Every community and timeline is different. We are happy to work with you to help come up with a schedule that works.
- You could do all the activities listed here, or none of them. The beauty of The We Can Project is that it can be tailored to whatever you need. We want you to come up with your own ideas along the way.
- The more that teachers/faculty/families/community are involved, the better. Encourage involvement at every opportunity.
- If something incredible happens, share it! Post on school's social media sites, and be sure to contact local newspapers/news organizations about your progress. They are often very excited to cover local stories with a positive message. Don't forget to let The We Can Project know too!

## BEFORE SCHOOL STARTS

Choose "We Can" as a school-wide theme. Introduce the concept to teachers, allowing them to get started on ways they can incorporate it into their individual lesson plans ("We Can" learn our multiplication tables, "I Can" learn to read this book, etc.). It also a great idea to incorporate "We Can" into school wide values or behavior goals( "I Can" respect those around me, "We Can" use safe bodies on the the playground, "I Can" tell an adult if I see someone being bullied).

## SEPTEMBER

Make a video with faculty and staff announcing their "I Can" project. Create a launch event for The We Can Project. Show the students the video, get them talking to each other about ways they can give back, new skills they can learn, etc.

Continue showing students the video (in music classes if you have them, or in homeroom before school). Some schools also play "We Can" (the song) over the loudspeakers before school announcements in the morning.

Schedule time every week devoted to The We Can Project. It can be used to brainstorm, plan, or get into action. This is also a good time for teachers to discuss the importance of giving back to others.

Send home a letter to parents and guardians about The We Can Project. Encourage them parents/guardians/families to get involved at home. Have each person in the house come up with a project.

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## OCTOBER

Using the worksheets, identify the goals/projects that are specific for each student. Teachers and staff should use their own projects as examples. Focus on coming up with an actionable plan for each student. Come up with an overall "We Can" goal for the entire school to focus on throughout the year. This is something that can really unite the community. Make a big display and showcase it in the school entrance. Make sure there is a way to track progress throughout the year.

Check in with students to see how they are staying motivated about their project. What are they doing that is working/not working. Help them adjust accordingly.

## NOVEMBER

Jesse Ruben visits school to get students excited and motivated. Organize a fundraiser/food drive for members of the community that are less fortunate.

## DECEMBER

Organize a clothes/coat/toy drive before winter break. Continue helping students complete their projects. Keep track of what is working and what is not. Support students as they need to change their plans.

## WINTER BREAK

Have students keep track of people they hear about that are doing good in the world or are making themselves better.

## JANUARY

Hang up each student's lists of goals, or find a creative way to display each person's project. Consider displaying students' observations from winter break.

## FEBRUARY

Organize a donation event. Collect money/books/clothes/school supplies to donate to a charity or organization

Check in with students about their projects. Help students who are stuck come up with new projects.

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## MARCH

Organize a charity walk throughout the neighborhood, during school hours, with students and guardians participating. Have it benefit your school-wide "We Can" project. Sell t-shirts/merchandise, get local sponsors, contact local news organizations.

Have students make posters/displays about their projects.

## APRIL

Showcase some of the best posters around school. Have students from other classes/grades walk through and ask questions (similar to a science fair).

## MAY

End of the year Jesse Ruben concert/"We Can" celebration.

Jesse comes to visit school, visiting each class individually to find out about their projects. There is also an afternoon assembly to wrap up the project. Show a video/slideshow of all of the great "We Can" moments throughout the year. Have students come up and share what the experience was like, what they learned, and what they are proudest of.

Have a benefit concert at night. Invite students, parents, faculty, and the community at large, with profits going towards the schools "We Can" Project.

## JUNE

Have students sing "We Can" at graduation. The principal or superintendent can discuss everything that was accomplished that year, and acknowledge students who made the biggest impact in their communities. Acknowledge parents, guardians and community for their support.