



GB Week Planning Guide



What is GB Week?

GB Week is an international celebration, which aims to spread the word about Global Brigades' work. Each year, Global Brigades Chapters organize a variety of events on campus and in their community to promote the mission and vision of Global Brigades. Our goal is for each Global Brigades campus around the world to host events that highlight Global Brigades' holistic programming and encourage others to join the movement. For more information, please visit the GB Week page on the Global Brigades website: <https://www.globalbrigades.org/cc-tools-gbweek>.

When is GB Week 2017?

GB Week will take place April 9th-15th 2017

DAY 1: Grow the Movement

...build the GB network by starting your own social media presence with Global Brigades. Schedule information sessions or tabling events to get others involved

DAY 2: Raise Awareness

...help us spread the news of our impact statistics and share your brigade's impact. Host a documentary screening for chapter members and the general student body

DAY 3: My GB Story

...share your favorite brigade moment and tag #MyGBStory and #GBWeek to be featured. Run a reflection for those who have brigaded

DAY 4: Year-Round Programming

... tune in to watch our LIVE Facebook stream highlighting year-round programming! Organize a fundraiser for your chapter's Annual Chapter Contribution

DAY 5: GB Big Picture

...include the Mission and Vision with action steps to join the movement! Host a panel of global health and development experts for the community

On the following pages, we have outlined a variety of activities and events students can implement on their campuses for GB Week. Feel free to incorporate one (or more!) of the provided ideas or get creative and brainstorm your own.

Have any questions or would like feedback on ideas? Contact your Chapter Advisor.





Social Media During GB Week

Throughout GB Week, Global Brigades will utilize our social media platforms to share exciting updates and events. To make sure your chapters stay in the loop, encourage your volunteers and Chapters to connect with us on social media. Through these platforms, we can highlight the contributions volunteers are making to support Global Brigades' programs and initiatives as well as demonstrate the extensive reach of our organization.



[@GlobalBrigades](https://twitter.com/GlobalBrigades)



[Global Brigades](https://www.facebook.com/GlobalBrigades)



[@globalbrigades](https://www.instagram.com/globalbrigades)

Highlight Your On-Campus Events

Throughout the week, use the hashtag **#GBweek** and **#GB365** on social media to share how your Chapter is celebrating GB Week. We will be sharing some of the best ideas we see on the Global Brigades Facebook page, so make sure you tag Global Brigades, too!

#GBweek #GB365





DAY 1: Grow the Movement

Global Brigades is committed to reducing global poverty by empowering communities and volunteers. Since 2003, nearly 60,000 volunteers have been a part of the Global Brigades movement. Today, we want to celebrate the individuals who have taken part in brigades as well as encourage more people to join the Global Brigades movement.

Personal Activity: Add the GB Week filter to your profile picture on Facebook by [clicking this link](#) and logging in to your Facebook account. Once you add the filter, write a caption that highlights your involvement with Global Brigades. Include how many countries you have traveled to, which programs you have participated in, which communities you have worked with, and whatever additional information you would like to include!

Chapter Activity: Build your Chapter membership by holding information sessions or tabling on campus. Identify students to start new Chapters on campus; hold information sessions for Chapters that aren't on your campus yet; recruit for your upcoming brigades

Chapter Activity Examples: Host a Recruitment Event

- Utilize departmental listservs
- Host an organization fair highlighting chapters on your campus and their planned brigades
- Post flyers on campus with details for a general member or interest meeting
- Ask professors if you could advertise for an upcoming meeting or brigade before or after a class
- Host information sessions throughout the week to promote upcoming brigades



Example caption:
*My Public Health Brigade to
El Jute in 2013!*



DAY 2: Raise Awareness

The vision of Global Brigades is to improve quality of life by igniting the largest student-led social responsibility movement on the planet. Since 2003, Global Brigades volunteers, staff, and community partners have made incredible strides towards reducing global health and economic disparities. However, the work is far from being done! We need to continue to build momentum by creating new chapters and recruiting more brigade volunteers, so we can continue to build the capacity of under-resourced communities.

Personal Activity: Share one (or all!) of the impact statistics posted on the general and program-specific Global Brigades Facebook pages to show the achievements Global Brigades made in 2016. If you went on brigade in 2016, Make sure to include information about the work you did while on brigade to show the impact volunteers make by participating in a brigade.

FIND YOUR PROGRAM'S IMPACT STAT [HERE](#)

Chapter Activity: Promote GB's Holistic Model by planning awareness events, posting informative flyers on campus, or hosting a documentary screening in partnership with your university library. See below for our screening recommendations:

Chapter Activity Examples: Screen a Documentary

To host a screening, Book a room on campus and select which film you want to show. Don't forget to leave time for a discussion afterwards!

TED Talks

- [3 reasons why we can win the fight against poverty](#)
- [Better Toilets, Better Life](#)
- [What it means to be a global citizen](#)

Documentaries

- Check out tugg.com
- Contact your school's library to see what documentaries they have, or ask them to use tugg to order one you'd like to show!



Example Impact Stat for Water Brigades in Nicaragua



DAY 3: My GB Story

On this day we want to hear more about what Global Brigades means to **you**. In our 14 years of experience we have found that every volunteer participates in Global Brigades programs for a variety of reasons and every volunteer returns from brigade with a different perspective.

Personal Activity: Share your favorite brigade moment and tag **#MyGBStory** and **#GBWeek** to be featured. We will be sharing posts from volunteers on the Global Brigades Facebook pages!

Chapter Activity: Host a group reunion with your past brigade group and reflect on your past brigade experiences!

See an example from one of our Honduran Program Associates, Daniel Klingelhoets:

These two brothers are something else. After spending a day with these two during the @bugmb medical brigade to San Francisco, S.A.O in Honduras, I quickly learned a lot about love and the importance of having big dreams. Anderson (10) shared with me that he wants to be a lawyer some day. His reasoning? Because "Es mi sueño". He is certainly admired by, and an incredible role model for, Anderson (6). This crazy, energetic, and enthusiastic duo are a prime example of why we work to make the world a better place. To lay the foundation for the future of kids like Anthony and Anderson so they can reach their dreams. // [#globalbrigades](#) [#gb365](#) [#medicalbrigades](#) [#honduras](#) [#dreambig](#) [#dreams](#) [#lovemyjob](#)



Chapter Activity Example: Host a Chapter Meet-up

Book a room or go to a local cafe and invite all current and previous brigaders to come together and share their stories. Some discussion questions could be:

- What originally brought you to Global Brigades? What motivated you to get involved?
- What is your favorite brigade memory?
- What does being a Global Brigades volunteer mean to you?
- How has your experience impacted your life?
- How has your involvement Global Brigades helped you learn or grow (personally or professionally)?



DAY 4: Year-Round Programing

Global Brigades constantly strives to work alongside communities to meet their country's success indicators, so we can eventually transition out of our partner communities. Although brigades are a huge component of Global Brigades' Holistic Model, the work doesn't stop when brigades aren't in-country. Global Brigades staff members conduct community visits and work to implement a variety of programs to continue Global Brigades' year-round health and development efforts. .

With the introduction of the new Annual Chapter Contribution goals, Global Brigades is committed to communicating how **your** brigade has a sustainable impact. By supporting your chapter's Annual Chapter Contribution, you are ensuring that Global Brigades can have an impact outside of brigades.

Personal Activity: Tune into our **live Facebook stream!** Be sure to comment, like, and love the video while the livestream is happening so we can give you a shout out!

Chapter Activity: Plan a fundraiser to support your Chapter(s) 2017 Annual Chapter Contribution

Chapter Activity Example: Organize a Café Holístico Fundraiser

1. Reserve a spot on campus where you can set a Café Holístico pop-up stand
2. At the pop-up stand, collect pre-orders for 12 oz bags of coffee. Also, use the opportunity to share how the funds support your chapter and the year-round work Global Brigades conducts in-country
3. Once pre-orders and funds are collected, place your order [here](#)
4. After you receive the coffee shipment, deliver the coffee to your customers
5. Donate the profits to your chapter's 2017 Annual Chapter Contribution fundraiser on the GB Dashboard.



CAFÉ HOLÍSTICO





DAY 5: GB Big Picture

As a global health and sustainable development organization, there's a lot going on at Global Brigades. However, it's not possible without **you** and our partner communities. Use the momentum you've created from GB Week to encourage those you've engaged throughout the week to get involved in the movement and volunteer. They can continue to empower communities to meet their health and economic goals, while they themselves become empowered.

Personal Activity: Share a motivational quote from Global Brigades Facebook and include the action steps to get involved! Become a long-term GB-supporter yourself by signing up for your next brigade, or contribute to a fundraiser run by your chapter!

Chapter Activity: Connect with local GB alumni to host an alumni event, take the opportunity to promote global health and development work in collaboration with experts in the field

Chapter Activity Example: Organize a panel on global health and development

1. Secure an event space
2. Recruit professors and professionals in global health and development to present
3. Invite chapter members, students from other organizations, and other professors to attend the event.
4. During the event, have a moderator ask a series of questions that foster conversation around the challenges of global development, what role volunteers play in the field, etc.
5. After the panel concludes, facilitate a few rounds of speed-networking or host a reception so attendees can continue the conversation.

