HOW TO BUILD PEACE ON YOUR CAMPUS

PEACEJAM SCHOLARS UNIVERSITY CLUB TOOLKIT
We heard you want to change the world – well, it’s a good thing we do too! We created this toolkit for university activists just like you. We’ve partnered with 13 Nobel Peace Prize winners to spread their wisdom and inspiration throughout the world so that next generations can take real action for peace in themselves, their communities, and the world!

Inside this toolkit you’ll find information on all the ways you can get involved with PeaceJam in addition to starting a University Club. We give you some tips on how to build a successful club. We outline all the exciting ways you can use PeaceJam’s resources and opportunities to further your action on campus. We provide customized branding for your University Club and special shout outs on our different media outlets to recognize your club’s great work (be sure to submit your monthly reports).

To get started, you’ll want to learn about the people at the core of our organization and work – the Nobel Peace Laureates. Read each of their stories by going to peacejam.org/nobel. You can also watch the latest documentary in our Nobel Legacy Film Series at peacejam.org/films. Then, explore the 10 Focus Areas our Nobels believe are threatening peace today by going to our campaign site, billionacts.org/explore. Now you’re ready to work through this toolkit and register your University Club by filling out the form here: peacejam.org/programs (go to the University section).

Together, we can change ourselves, our campuses, and the world!

PeaceJam Scholars Team
programs@peacejam.org
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WELCOME TO PEACEJAM
The mission of the PeaceJam Foundation is to create young leaders committed to positive change in themselves, their communities, and the world through the inspiration of Nobel Peace Laureates who pass on the spirit, skills, and wisdom they embody.

PeaceJam is an international, year-long, ongoing educational program for youth ages 5-25. The participating Nobel Peace Laureates are directly involved in developing the PeaceJam curriculum and the program itself. PeaceJam is the only organization in the world that has so many Nobel Peace Laureates working together long-term for a common cause the leadership development of our youth.

PeaceJam has been nominated 8 times for the Nobel Peace Prize for its powerful programming and we invited you to be part of it!

PeaceJam has three primary modes of achieving our mission:

PeaceJam Programs provide curricula and training for teachers, facilitators, parents, and community leaders who implement our award-winning curriculum, foster the development of meaningful service-learning projects, and host annual leadership conferences with Nobel Peace Laureates. As a University Club, you have access to all of our training and conferences. To learn more, go to peacejam.org/programs.

Nobel Legacy Film Series devotes a full-length documentary to each of our Nobel Peace Laureates, capturing their stories to share with the world and guide future leaders in their work for peace. Each of our documentaries is accompanied by a study guide, which you could use as a template for study with your PeaceJam Club or screen the film with your larger community and facilitate a dialogue afterwards! To learn more about our films, go to peacejam.org/films.

Billion Acts of Peace Campaign is a global citizen’s campaign led by PeaceJam’s 13 Nobel Peace Laureates to engage the world in addressing the most pressing issues facing our planet. The Laureates have identified ten focus areas crucial for the creation of peace. As a PeaceJam Club, each year you will identify the areas where you will focus your efforts and get to connect with others around globe working on the same issue! To learn more, go to billionacts.org.
PEACEJAM’S NOBEL PEACE PRIZE WINNERS

GET INSPIRED BY THEIR COURAGEOUS COMMITMENT TO PEACE

THE DALAI LAMA  BETTY WILLIAMS  RIGOBERTA MENCHÚ  OSCAR ARIAS

DESMOND TUTU  AUNG SAN SUU KYI  MÁIREAD CORRIGAN  ADOLFO PÉREZ

JOSÉ RAMOS-HORTA  JODY WILLIAMS  SIR JOSEPH ROTBLAT  SHIRIN EBADI

LEYMAH GBOWEE
WAYS TO GET INVOLVED

Whether you’re at a university, undergraduate college, or grad school, in the US or abroad, have a lot of time to give or just a little, there are many ways for you as a student to support PeaceJam.

Start a PeaceJam Club on your campus. Clubs are a dynamic opportunity for university students to engage their campus, mentor youth, and affect creative change. Clubs on university campuses are part of our PeaceJam Scholars Program.

Join an existing PeaceJam Club. Find out if your school has an active club by emailing us at programs@peacejam.org.

Host a PeaceJam Fest! Our leadership conferences are at the core of the PeaceJam experience. A PeaceJam Fest is a conference that university students coordinate for either their own student body or for nearby university students too. Fests can include a keynote speaker, workshops, service projects, and/or film screenings all in an effort to explore topics related to peace. Conference participants should gain skills and knowledge to help them be more effective changemakers in their communities. Email us at programs@peacejam.org for more info.

Become a Mentor. A critical component of PeaceJam conferences are mentors, the university students who act as guides and facilitators for conference attendees. Mentors co-lead family groups, which are small groups of attendees designed to build community and allow for deeper conversation and reflection. Mentors also create and sustain the conference atmosphere. Check out our events page to see when the next conference is happening in your area, peacejam.org/events.

Become a Coach. Coaches implement PeaceJam curricula in afterschool programs throughout the year. Coaches work with groups of young people on a weekly basis to share the inspiration and education of our Laureates and guide the groups through their own action for peace. Contact your local affiliate office for more info! Peacejam.org/offices

Volunteer with your local affiliate. PeaceJam programming is coordinated through incredible affiliate offices located in different regions around the world. Learn more about our regional work by supporting a local affiliate office. Find out if there is one near you by visiting peacejam.org/offices.

Add us on social media. Stay up to date by adding PeaceJam on Facebook. Follow @peacejam on Twitter and @peacejamhq on Instagram.

Keep in touch. We want to hear about all the awesome ways you’re supporting PeaceJam! We’re also here to help you, so email us at programs@peacejam.org or call us at (303) 455-2099.
STARTING A PEACEJAM CLUB

Student clubs are the best way to create long term impact on your campus. One group of committed students can make a difference!

Ready to start a PeaceJam Club on your campus? Follow these helpful steps:

1. **Be informed.** Before you create world peace, learn about the amazing work of the Nobel Peace Prize winners - world leaders for peace. Go to [peacejam.org](http://peacejam.org) to read their stories and learn about their transformative work today. You’ll also find our curricula, documentaries, and other resources to help inspire and educate you!

2. **Name your Club.** Please name your club using the following format: PeaceJam Club at [university name], e.g. “PeaceJam Club at Florida State University” OR “Peace Jam Club at FSU”.

3. **Faculty/Staff Advisor.** Many universities require a faculty or staff advisor for student clubs. This person can be a great resource for your club. Start by speaking with professors or staff who you think share your passion or have connections that would be useful to your club.

4. **Members.** Recruit, recruit, recruit! Start with your friends and networks find passionate people like you! Table at orientation events to let incoming students know about your club. Conduct presentations in classes to spread the word of the awesome opportunities your PeaceJam Club offers!

5. **Executive board.** Leadership is key to a successful student club. Surround yourself with other dedicated and passionate students who will help lead the club. Many universities require a certain number of students be listed as the executive board of a club in order to become a registered student organization. It’s important to be transparent and ethical with this process to be sure to leave time at the end of each year to elect new board members for the following year.

6. **Register your club with PeaceJam.** Let us know that you’ve started a PeaceJam Club on your campus by completing our registration form on the PeaceJam Programs’ webpage: [peacejam.org/programs](http://peacejam.org/programs) (scroll to the University section and hover over the image for more options to appear)

7. **Let’s make your logo.** Once you’ve registered your club, the PeaceJam Foundation will design a customized logo for your club. Be sure to download our brand guide to learn how to use the logo appropriately as well as our fonts and colors.

8. **Hold meetings.** A student club doesn’t exist without bringing people together. Hold meetings either weekly or every 2 weeks to stay connected with your members, conduct necessary planning, educate and inspire your club, and so much more!
DESIGNING YOUR CLUB
INPIRATION. EDUCATION. ACTION.

Pick your purpose. You are the official representatives of PeaceJam on your campus, which means that your mission is to spread the wisdom and work of our Laureates in order to create change on your campus. Choose the issues your most passionate about and take action! Focus on hosting events, conducting service projects, and mentoring youth. A mission statement is a great way to articulate this purpose and help your club stay focused. Some universities also require clubs to submit a constitution. You can request a sample one from us at programs@peacejam.org.

Choose a Focus Area. PeaceJam’s Nobel Peace Laureates have come together to identify 10 issues threatening peace today. Learn more about each one at billionacts.org/explore. These focus areas help direct our work and we ask that each of our student clubs choose at least one focus area to guide their efforts each semester.

Learn PeaceJam’s Framework.
PeaceJam is rooted in service-learning that helps our programs develop sustainable and impactful projects. Read more about our proven framework on page 11. This framework is designed to be the foundation of your work in building peace on your campus!

Join PeaceJam Scholars University Clubs Facebook group.
Connect with other student leaders working to build peace on their campuses by joining our Facebook group. Share ideas and learn from one another in a space created just for you! Facebook.com/PeaceJamUniversityClubs

Keep in touch. We want to hear from you - tell us about all the great things you’re accomplishing! Need support and tools? We’re here for that too! Send us an email to programs@peacejam.org.

KNOW YOUR COMMITMENT

- Support one of PeaceJam’s Billion Acts Focus Areas. Learn more at billionacts.org/explore
- Host at least two events per semester
- Take action in your community! Implement a PeaceJam Project using our Framework.
- Tell us about it: peacejam.org/programs (submit monthly reports) & programs@peacejam.org (send us your feedback and you could get some PeaceJam swag in return)
- Submit your $100 Student Club fee each year with your annual registration.
IDEAS FOR CLUB ACTIVITIES

You’re starting a PeaceJam Club because you care about making a difference. There are so many ways to take the inspiration and wisdom from our 13 Nobel Peace Laureates to build peace on your campus. Everything that you do raises awareness around the issues threatening peace, educates your community on how to create change, and inspires an entire campus with the mentorship of our Nobel Peace Laureates.

Join our BILLION ACTS Campaign!

LOG AN ACT OF PEACE. Billion Acts is a great way to involve your larger student body in creating simple acts of peace. PeaceJam Clubs can utilize the website to engage other to join their initiatives. Go to billionacts.org and create an account.

BECOME A NETWORK MEMBER. Keep track of all the acts of peace happening over the years on your campus with your very own customized landing page on our Billion Acts website! As a Network Member, you will have access to online tools, resources and the ability to create initiatives and campaigns that will highlight your acts and feature your projects on our platform that reaches over 1 million supporters. This is a great way to share your impact with the world and encourage others to participate in your initiatives, days of service and campaigns as well as help us reach our goal of reaching One Billion Acts of Peace by 2019. Go to billionacts.org/about-our-network, scroll down and click on “Join Our Network.”

BE A GUEST BLOGGER. We are always accepting submissions for guest blog posts for those working in our 10 Focus Areas to discuss the impact their projects have made locally or globally.

INTERNATIONAL DAY OF PEACE // SEPT 21. Each year on September 21st the world observes a day dedicated to peace. We want to hear about your events and initiatives that strive to bring communities together to build a stronger and more peaceful world. You could win a FREE trip to NYC to celebrate International Day of Peace at the United Nations. This giveaway happens each year! Go to billionacts.org/idp to learn more.

WIN A HERO AWARD // MONACO. Each spring Billion Acts chooses two semi-finalist projects logged on Billionacts.org from our University network members to be considered for our prestigious Hero Award. Not only is it a great way to increase exposure for your service action projects, but one of these Acts is chosen as our winner and is invited to Monte Carlo in June to receive their award from one of our Nobel Peace Laureates. Check out last year’s semi-finalists: billionacts.org/hero-awards-voting.

Questions? Email us info@billionacts.org
Screen a Nobel Legacy Film
Each year our women-led film department creates award-winning feature length documentaries that highlight the cutting edge work of 13 Nobel Laureates. Each film is paired with a study guide that can be used to engage the audience in powerful dialogue. As a student club, you can screen any of our films on your campus. Watch the trailers and choose a film by going to peacejam.org/films.

Organize a PeaceJam Fest
A PeaceJam Fest is leadership conference designed provide inspiration and tangible skills to continue the great work of building peace. A PeaceJam Fest can be as big or small as you’d like. It can include only students from your campus or students from other campuses. You can include a keynote speaker, workshops, service projects, film screenings and more! To learn more about how to host your own PeaceJam Fest, email us at programs@peacejam.org.

Participate in a Conference with a Nobel Peace Laureate
PeaceJam’s mission is to have Nobel Peace Laureates mentor youth to change the world. The most direct way that young adults receive this mentorship is by attending a PeaceJam conference where you actually get to meet a Nobel Peace Prize winner! Attending one of these conferences can be life changing! Organize your club to attend a PeaceJam conference as participants or mentors. Check out our events page to see when the next conference is happening, go to peacejam.org/events. Or email us at programs@peacejam.org.

WE WANT TO HEAR FROM YOU!
As a PeaceJam Club, you are part of the PeaceJam family and we’re excited for you to share all your accomplishments with us. Let’s stay in touch!

TELL US ABOUT YOUR ACTIVITIES.
We have a special Google Form designed just for our PeaceJam Clubs to tell us all that they do each month. Go to peacejam.org/programs to find the link to the form and start submitting your accomplishments! Report each month of the school year and next year’s registration is FREE!

LOG YOUR PEACEJAM PROJECT.
Your PeaceJam Project is one of the most important things your club will do. Be sure to log your project at peacejam.org/log to tell us how you’re building peace on your campus. And you could be nominated for our Best University Act Hero Award. Make sure your University is a Network Member, see page 9.

CONNECT WITH OUR GLOBAL COMMUNITY.
Follow us on Facebook, Twitter, and Instagram. Join our mailing list to receive our monthly e-newsletter. Be sure to visit peacejam.org/offices to find an affiliate office near you.
PEACEJAM ACTION FRAMEWORK
UNLEASH YOUR POTENTIAL FOR GOOD.

✶ Pick Your Issue
a. Investigate: watch the news, read news websites, use existing data, take a community walk, culture and climate surveys, textbooks, etc.
b. Write a problem statement: Summarize the issue with data and facts.
c. Explore the root causes: Volunteer/observe, read newspapers, talk to experts, watch documentaries/TED talks.
d. Get perspective: Get information from diverse sources!

✶ Make A Plan: Research Issue & Create Plan
a. What is already being/been tried?
b. Inventory your skills and interests.
c. Identify project goals and targeted outcomes.
d. Explore who makes decisions about this issue.
e. Assess what your group can feasibly do.
f. Write up your plan.

✶ Take Action: Implement your Project Plan
a. Keep records and collect data:
  i. Journal
  ii. Photograph
  iii. Observations
  iv. Interviews
  v. Surveys

✶ Reflect & Evaluate: Project Goals & Targeted Outcomes
a. Make connections to objectives
b. Determine if you met your goals
c. Evaluate outcomes, including any unintentional ones
d. Assess impact based on data
e. Reflect on potential long term impact
f. Brainstorm creative and diverse ways to take the project further

✶ Demonstrate & Celebrate
a. Compile project “report” with photos, letters, videos, plans.
b. Submit to newspapers and other local media.
c. Educate community and showcase work.
d. Invite others to get involved/take action on this issue.
e. Log your project
CONTACT
LISTS
TEMPLATES
PEACEJAM SCHOLARS CLUB MEMBER CONTACT LIST
Stay up to date on the latest PeaceJam news, peacebuilding insights, and fun opportunities (like free trips!). Add your information below and we’ll send all club members our monthly e-newsletter.

CLUB NAME: ________________________________________________________  ACTIVE SINCE (mm/dd/yyyy): ____________________________

MAILING ADDRESS (street, city, state, zip): ________________________________  CLUB SITES: ____________________________________________

(Facebook, Twitter, YouTube, etc.)

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Please mail to PeaceJam Foundation, Attn: Scholars Clubs, 11200 Ralston Road, Arvada, CO 80004;
Or scan and email to programs@peacejam.org
Join PeaceJam Foundation as we work to address the greatest issues threatening peace today, guided by 13 Nobel Peace Laureates who continue to educate and inspire us to take action every day! Provide your information below and you’ll be connected to PeaceJam’s global community.

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