

DARE 2 KNOW



**D2K TEEN AMBASSADOR
TOOLKIT**



Greetings, Teen Ambassadors!

This toolkit has been made with you in mind. Our hope is that its contents will provide you with the tools and direction needed to help you as we navigate through the Teen Ambassador Program (“TAP”) for the Dare2Know (D2K) Campaign.

This toolkit also explains how you can follow the D2K Process of valuing your voice, persuading your peers, and connecting with your community!

We encourage you to have fun with this program and get creative by sharing your ideas with us! Drop us a private message on Facebook or DM us on Instagram @Dare2KnowWI so we are in the loop about what you are doing and possible ways to support you.

Remember, you are a major part of the Teen Ambassador Program and we look forward to promoting healthy relationships with you!

You’ve got this!
Your Fans at D2K

TABLE OF CONTENTS

YOU'VE GOT THIS!	2
TABLE OF CONTENTS	3
ALL ABOUT D2K.....	4
BRINGING THE CAMPAIGN TO LIFE	6
WHO ARE TEEN AMBASSADORS?	9
WHY BE A TEEN AMBASSADOR?.....	10
WHAT TEEN AMBASSADORS DO	11
CONTACT US	12

ALL ABOUT D2K

WHAT IS D2K?

Dare2Know (D2K) is a challenge and a movement for teens in Wisconsin to rally around healthy relationships.

GOAL

To end teen dating violence in Wisconsin.

MISSION

D2K challenges everyone to get real about the impact healthy relationships can have on their lives.

D2K: THE PROCESS



1. **Value Your Voice** - because we know healthy relationships begin with a healthy you! Value yourself and use your voice to promote healing and healthy relationships.
2. **Persuade Your Peers** - is the next step, because we know everyone needs some motivation and support in finding their voice as well.
3. **Connect With Community** - is the final step, because we know it takes a community of voices being active in the movement to end teen dating violence!

VISION

D2K imagines a Wisconsin (and beyond) where young people are educated and active in promoting healthy relationships. Our creative strategy for the D2K campaign is threefold:



INFORM

By raising awareness about the difficult subject of dating violence



ILLUMINATE

By educating and shining a light on the negative effects of dating violence



INSPIRE

By promoting action toward healthier personal relationships

BRINGING THE CAMPAIGN TO LIFE

We were intentional in utilizing several graphic elements to create a modern, expressive campaign. We use 2 instead of *to* as a unique and youthful graphic element. The light bulb symbolizes knowledge as well as a reminder to illuminate the message.

LOGO



CREATIVE ASSETS

Dare2Know lends itself well to branded campaign marketing pieces that can be either displayed for the public to build awareness or distributed to teens and parents. You may have already seen some of these ads in your community since the official media campaign was launched in the summer of 2018.

DIGITAL ADS



TRANSIT ADS



BUS SHELTER AD



WHO ARE TEEN AMBASSADORS?

Teen Ambassadors are:

- Young people ages 11-19, interested in being proactive in promoting healthy relationships throughout Wisconsin.
- Enthusiastic in getting real about the impact healthy relationships can have on their lives.

Teen Ambassadors' character traits include:

- Creative and critical thinkers
- Active leaders
- Works well with a team
- Active on social media and interested in online social networking
- Maintaining a positive personal and online image
- Being a resource for others to seek help and guidance from

WHY BE A TEEN AMBASSADOR?

There is a sense of pride in knowing that you are making a positive difference in your community and living your best life.

There's also other cool stuff that comes with being a Teen Ambassador, like:

- Printed & signed Teen Ambassador Certificate
- Community service hours
- Leadership experience
- D2K Branded Merchandise Kit to support with outreach
- Scholarship to the Teen Summit
- Shout outs from D2K FB & Insta (optional)
- Access to D2K tools and resources

WHAT TEEN AMBASSADORS DO

TEEN AMBASSADOR GOALS

Primary Goal: Build a teen coalition who amplify and support the D2K:

- Mission
 - Challenge everyone to get real about the impact healthy relationships can have on their lives.
- Goal
 - To end teen dating violence in Wisconsin.
- Process
 - Value your voice.
 - Persuade your peers.
 - Connect with community.

Secondary Goal:

- Inform others by raising awareness and bring attention to the difficult subject of dating violence.
- Illuminate others by educating and shining a light on the negative effects of dating violence.
- Inspire others by promoting action toward healthier personal relationships.

COMING SOON: Teen Ambassador Challenge

We have created a series of challenges that will help you value your voice, persuade your peers, and connect with your community. Each challenge has a set of activities that you must complete, from posting on social media, to challenging other friends, to hosting workshops all before moving on to the next challenge. There will be THREE challenges in this series. We will be releasing more information in the coming months – stay tuned!

TAP PORTAL

We have also created an online portal exclusive to Teen Ambassadors featuring D2K resources, TAP Challenges, TAP meet-up info and more! Log in to the TAP Portal at Dare2KnowWI.org/tap using the following login information:

- UN: d2k
- PW: tap

CONTACT US

We encourage you to reach out with any questions you might have. We also encourage you to keep us in mind for any activities, workshops, or events you plan to hold within your community. As a statewide initiative, we will help promote any D2K-related events that a Teen Ambassador is hosting. Drop us an e-mail at TAP@Dare2KnowWI.org, and we'll get back to you.