



**\*WA Students  
Manual 2007\***

# **\* CONTENTS**

**\* What is Exo Week all about?**

**\* How to be an Effective Team Leader**

**\* The Ingredients of a Great Exo**

**\*\*Food**

**\*\*Sponsorship**

**\*\*Promotion**

**\*\*Competitions & Prizes**

**\*\*Lunchtime Entertainment**

**\*Exo Timeline and Checklist**

**\* ADRENALIN 2007 and Youth Alive WA Important Contacts**

**\* Appendix: Sample Proposals and Letters**

## **\* What is Exo Week All About?**

Exo week is a Youth Alive WA initiative where Christian students hold a lunchtime festival to positively impact their schools for Jesus. It is for the students, by the students! The festivals can be as simple as a free sausage sizzle, or as elaborate as a week long dance competition or battle of the bands! The possibilities are endless!

### **\* The PURPOSE of Exo:**

1. Exo means "Life is Excellent!" You encourage your fellow students to live positive, excellent lives.
2. You let your fellow students know that no matter what they are going through, life is excellent and worth living.
3. You get to provide a fun and exciting lunchtime event as a gift to the school.
4. You get to show your peers that God wants us to have an excellent life!

Exo is all about taking your youth ministry and all the youth ministries in your area into your school. It's about taking what we've got at Church and showing your school how awesome it is!

Exo is a vehicle for attracting the majority of your schoolmates into one place at one time to get a free lunch, be entertained and hear that life with God is excellent!

It's all about you as the Christian students being a blessing to your school, providing a free lunch and an entertaining event that promotes your youth ministry. At your Exo Festival, you promote youth group events happening that week (20<sup>th</sup>-24<sup>th</sup> August 2007.)

Then, you bring the people that come to your youth group event to Adrenalin @Challenge Stadium the following week (on the 31 August and 1<sup>st</sup> September), they get **radically saved**, and then come back to your youth group because they are already familiar with it!

Exo is all about us getting in there and doing something for God in our schools!!!

## **\* How to be an Effective Team Leader**

One of the biggest challenges for you is working out how to motivate and assemble a team of people around you to carry the event. **YOU WILL STRUGGLE IF YOU TRY TO DO IT ALL ON YOUR LONESOME.** The Bible says that one can put 1,000 to flight, while two can put 10,000 to flight! The potential of your Exo Festival increases as your level of teamwork, unity and the size of your team increases.

**If you effectively lead your team, Exo will be a success.**

There are so many ingredients that combine to make the day happen. Because you cannot be in more than one place at a time, you are going to need a great team.

Here are some tips on how to effectively **ASSEMBLE & MOTIVATE** your team and **DELEGATE** responsibilities within the team.

### **\* ASSEMBLING THE TEAM**

First step for you to run Exo in your school is to get your team in the one place at the one time for a meeting.

You need to make phone calls to let your team know where this meeting is going to take place. You may even need to walk around the school during recess to remind your team to be there. Don't just expect everybody to show up – you may need to **PUSH!**

Once you have everybody at your first team meeting (make it a lunchtime, or for an hour after school), then you can start...

### **\* MOTIVATING THE TEAM**

To motivate your team, you need to get them to take ownership over the Exo Festival. You need to get your team from a point of no vision and confusion to a point of **WANTING** to see the vision come and **WANTING** to do what needs to be done. To do this, you need to do the following:

#### **\*Outline the vision**

- Tell your team what Exo is all about
- Explain the event

#### **\*Communicate the benefits**

- Tell your team what Exo can achieve
- Give a testimony of what Exo has done in other schools

**\*Outline what needs to be done**

Tell everybody the ingredients that make Exo happen

Practically, who do we need and what jobs do we want people to do?

**\*Ask if they're committed**

Put the challenge out there – you don't have much time so they'll need to make a decision about whether they can help or not.

Make sure that they are totally behind it, because if they commit to something and don't do it, they'll be letting everybody down. Be firm, but not harsh. It's really important that your team knows that you care about them too!

Once you've done this, then you can...

**\* DELEGATE RESPONSIBILITIES**

You need to prepare a list of responsibilities / tasks / jobs and the number of people that you will need to complete each one **before the meeting**. After you have done this, you need to sort the jobs into the following categories:

- a) WHAT IS ABSOLUTELY ESSENTIAL (SKELETON)
- b) WHAT IS VERY IMPORTANT (FLESH)
- c) WHAT IS NOT REALLY NECESSARY BUT WOULD BE GOOD (CLOTHES)
- d) THE CHERRY ON THE CAKE STUFF (WATCH, BELT, JEWELLERY etc.)

Once you have done this, make sure that you have people looking after the absolutely essential before you get people looking after the cherry on the cake. Remember, you can't put the belt on until you have a skeleton, flesh and clothes on.

Here are a few tips in delegation:

- 1. Give big responsibilities and jobs to people that are responsible and can handle them.*
- 2. Set people up for a win – tell them how to be successful in what they are about to do & give them whatever they need to be successful (for example, if you are sending someone to get sponsorship, make sure they have a photocopied letter from the principal)*
- 3. Follow up your team member's progress and assist them along the way*

**YOUR LEVEL OF TEAM LEADERSHIP WILL DETERMINE EXO'S LEVEL OF SUCCESS.**

Have team meetings frequently during lunchtime – at least weekly in the planning stages, and twice weekly in the 3 weeks before the event. Both you and your team need to give Exo all you have and really sacrifice if you want to see it happen. Pray during your meetings and really take on the spiritual leadership of the event. As the person or people who are initiating the Exo, you have the responsibility of leading what God wants to do in your school through this event.

## **\*The Ingredients of a Great Exo**

Here are the ingredients of a great Exo. They are in order of importance so keep this in mind as you prepare your list of jobs / tasks / responsibilities.

### **\* FOOD**

The whole selling point of the day is that people will be getting a free lunch. You need to first and foremost come up with food to give to people.

Think about what's do-able (ie. What you can manage with the size of your team and the amount of support from youth leaders / chaplains / teachers etc.) and then what your fellow students will like to eat (eg. not everybody likes to eat steak and kidney pie 😊)

Then think through the equipment and individual items that you'll need to make the food side of things happen. Get your youth leader or chaplain's help on this one if need be, 'cos it's a really crucial one to get right!

For example, here is what you'll need for a sausage sizzle:

1. Sausages & Bread
2. BBQ (the school will usually have one)
3. Drinks / Cordial & McDonalds "Orange Bowl" Container (from your local Macca's)
4. Tongs / BBQ equipment (knives, etc.)
5. Onions & Sauce (tomato, mustard, etc.)
6. Oil to grease the barbies and stop the sausages from sticking
7. Ice for the drinks
8. Garbage bags for the extra rubbish (you don't want to fill up your school bins too soon!)
9. Serviettes/napkins to serve the hot dogs

Try to consider all the angles, so you're not left panicking on the day!

### **\* SPONSORSHIP**

Sponsorship is really important because basically, you want to avoid paying for the food that you will be giving out, particularly if your youth ministry is involved with more than one school. Also, it's an opportunity to promote your youth group and your school to local businesses – teenagers are so often seen in a negative light, so Christian students doing something positive for their school makes a really great impact!

You are going to need to find people or local businesses who are willing to provide you with food, prizes etc. The best place to begin is the local shopping centre – they will most likely be familiar with your school and the businesses benefit from being promoted in their local school.

To do this successfully, there are a number of things you'll need:

1. FAITH
2. PRAYER
3. LETTER FROM PRINCIPAL / CHRISTIAN GROUP / TEACHER
4. CONFIDENCE
5. MORE FAITH & PRAYER
6. ASK – James 1v5

Here are some ideas of places to ask for sponsorship: Coles, Butchers, Woolworths, Tip-Top, Buttercup, Clothing Stores, CD Stores, Toy Stores, Make-Up Stores, Surf Shops, Cinemas, McDonalds, Food Shops, Timezone, Mobile Phone Stores etc.

You need to get whatever you can from as many places as you can. Think of things like FOOD, PRIZES, PROPS, GIVEAWAYS, and PROMOTIONAL MATERIAL etc.

### **\* PROMOTION**

The next major ingredient is PROMOTION and ADVERTISING. You need to increase the awareness of the event within your school. Your goal is to make an event everybody in your school is anticipating! There should be an air of excitement surrounding the event - the thing that people are talking about during class and lunchtime.

So, how do you do this?

1. Get the word out
  - a. Posters, assembly announcements, roll call announcements, flyers, handouts – anything that will let people know that Exo is coming
2. Be noticeable
  - a. Do things regularly that will make people notice what you are doing – eg. with 3 weeks to go, put it in the daily notices. With 2 weeks to go, put up posters. With 1 week to go, hand out flyers. Promote it in different ways on a regular basis so that the advertising remains fresh, and the event is constantly in people's attention. You may even want to run simple weekly competitions which anyone at school can enter, where the winners are announced at the Exo Festival.
3. Include everybody
  - a. The original Exo handed out a raffle ticket to everybody in the school during roll call. To enter, the students had to write out John 3:16 on the ticket, and during lunchtime, people had to put their raffle ticket in the box that was located in the quadrangle near the food. They got over 800 entries with John 3:16 filled out by each of the students!!! Your promotion needs to include everybody in the school – don't just go for one grade or one class...
4. Be clear and informative
  - a. Let people know exactly when and where the event is going to be held.

### **\* COMPETITIONS & GIVEAWAYS**

People love getting free stuff. If you have a whole heap of free stuff to give away to people, then your event will be a success.

Work hard to get major prizes that you can use for raffles, throwing things into the crowd and prizes for any games / tribal wars you run.

Another useful tool is having show bags. In these show bags you can put brochures and vouchers from the shops that have sponsored you. Remember that shops want to know what **THEY** are getting out of giving you stuff. These show bags must also contain your youth ministry's programs (**don't' forget to include all the youth groups involved in the Exo**)

### **\* LUNCHTIME ENTERTAINMENT**

You need to entertain the people that will be at your event. You may want to have a few characters entertaining the line as they wait for food. You can do games, play music, and have a band if possible – think “your Youth Ministry in your quadrangle”.

Make sure that you devote an amount of time (when the most number of people will be there) to promoting what your youth ministry (and any other youth groups involved in the Exo) will be doing this weekend – give people all the details, times, and draw attention to the program in their show bags. (Make sure that you have extras to hand out to students)

### **\* ADRENALIN PROMOTION**

Don't forget to encourage people to attend Adrenalin and the big Exo Fest at Challenge Stadium on the 31 August and 1<sup>st</sup> September. Make sure you have flyers to give out and posters put up showcasing the event. Check out the section of the Youth Leader's Manual 2007 on “Can I Really Get Kids from Schools to the Big Exo Day and into my Youth Ministry?” for more ideas.

# \* 2007 EXO Timeline & Checklist

Below is a timeline of what needs to be done and recommended timeframes. You have to give yourself plenty of time – time will fly...

## **\*NOW...**

- Do your “research”. **PLAN!**
- Get other Christian students in your school together.
- Start praying now!
- Talk to your chaplain and principal at least 1 term beforehand.

## **\*TERM3 \* WEEKS 5-7**

- Get Christian students together.
- Talk to youth pastors / leaders.
- Talk to chaplain & principal.
- Get costs of food/entertainment.
- Do an estimated budget (get help from youth pastors / chaplains if you need to).
- Put together a written proposal (**VERY IMPORTANT!**).

## **\*TERM 3 \* WEEKS 8-11**

- Confirm dates / times with principal & get other staff on board (eg. Christian teachers!).
- Start approaching sponsors with letters / phonecalls.
- Keep chasing up sponsors (this can sometimes take a while).
- Start booking in bands/entertainment if you're using them

## **\*JULY HOLIDAYS AND TERM 3 WEEK 1-2**

- Update your principal and chaplain on how things are going.
- Update youth pastors too!
- Start weekly prayer / planning sessions.
- Start promoting it at school.
- Daily notices etc.
- Get flyers and posters from Youth Alive WA (see contact details section).

## **\*Term 3 \* WEEK 3**

- Get your planning group together to pray and confirm details (at least once during the 2 weeks if you can).
- Confirm with sponsors in person or in writing.
- Confirm band/entertainment bookings.

## **\*TERM 3 \* WEEK 4**

- Promote it **BIG TIME!**
- Confirm who's doing what on the day.
- Get outside volunteers on board if you need them (eg. youth leaders / parents).
- Get permission for outside volunteers to enter the school.

- Check what each youth group involved is doing @ the end of Exo Week so you can promote it @ EXO.
- Get clearance for 18+ helpers to enter school grounds.

### **\*TERM 3 \* WEEK 5**

- Promote it even MORE BIG TIME! 😊
- Call sponsors providing food / drink etc. to tell them when you're picking things up.
- Do a run sheet for the day, and give it out to everyone who's helping.
- Draw a layout of the area and map out where things will go.
- Make a clean up plan.
- Pray pray pray!

### **\* TERM 3 \* WEEK 6 - On the day**

- Run the event.
- Collect major sponsorship (if not already collected).
- Make sure any guests are well looked after and all sound equipment is prepped properly.
- Ensure 18+ helpers have correct clearance to enter school.
- Cook the food (1-1.5 hours before event).
- Promote your ministry, the message that "Life is Excellent", the big Exo Fest and Adrenalin @ Challenge Stadium.
- Videotape the event (remember to get the school's permission first!)
- See God move!
- Stick to the clean up plan...

## **\* Adrenalin Week 2007**

This year Adrenalin Week will be bigger than ever, with the Preston Centuolo, Antiskeptic, The Bullet Holes & J-One (Jone Vasu's band) touring Perth high-schools to promote Adrenalin, the Youth Alive WA State Rally @ Challenge Stadium.

Adrenalin Week is designed to build on what you have achieved during Exo Week, by giving students a taste of what Adrenalin will be like, to further promote and encourage them to go to Adrenalin with your youth group.

If you would like to book the Nubian Gents or the Youth Alive band for your school (metro and Peel areas only – sorry country crew!), you need to get in touch with Youth Alive WA as soon as possible.

Remember, there are costs involved – this helps us to be able to cover costs of the high school tour, as well as logistical requirements, so please check it through carefully with your youth pastor, chaplain and principal before contacting Youth Alive.

Also, try not to organise your Exo Festival to be at the same time as Adrenalin Week, as Exo is meant to encourage students to go to your youth group, so that they can be connected to your youth prior to going to Adrenalin. This means that when they get saved, they'll already have a youth group to go back to!

If you want to book an Adrenalin Week event, check the contact details below for phone numbers and emails. But get in quick!

## **\* Youth Alive WA – Important Contacts**

### **Youth Alive WA**

Tel: 08 9390 7688

e-mail: [info@youthalivewa.com](mailto:info@youthalivewa.com)

web: [www.youthalive.com.au](http://www.youthalive.com.au)

### **Exo Co-ordinator: Gary Formaggio (North)/Mick Mears (South)**

Tel: 08 9343 1800 (Gary – Monday and Friday) email: [gary@northway.org.au](mailto:gary@northway.org.au)

Tel: 08 9330 8306 (Mick – All Week) email: [mmears@southcity.org.au](mailto:mmears@southcity.org.au)

### **Adrenalin Tour Co-ordinator: Cam Buchanan**

Tel: 08 9390 7688

e-mail: [capbybuchanan@yahoo.com.au](mailto:capbybuchanan@yahoo.com.au)

## **\*Acknowledgements**

Thanks go to Graham and the rest of the Youth Alive NSW crew who provided us with significant resource for this manual, and for putting together the awesome [www.exoday.com](http://www.exoday.com) site which is a great online help! Check out the site to sign up your school, share ideas, and view pics of Exo's across Australia!

## **\*APPENDIX: Sample Proposals and Letters**

*(This sample proposal is based on one from a local WA high-school, for this year's Exo)*

Dear *\*principal's name\**,

This letter is to inform you of a program called Exo Day which is run in High Schools across Perth from the 20<sup>th</sup> – 24<sup>th</sup> August 2007. The purpose of Exo Day is to provide an opportunity for the Christian students in High Schools across Perth, to bless their fellow students. It aims to tell them about a God who loves them, wants to bless them, and bring so much more into their lives. The idea behind this program is that students in High Schools are responsible for organising the event in their school. The program is run during a lunchtime where various activities are set up in a central place for students to wander through and pick up some of the free giveaways and hear some great music from a live band. This is just an example of what could be done. The way each school runs the day is basically up to the students within the school and obviously depends on availability of resources.

Exo in other schools has helped to foster a sense of community and has also positively increased the schools' profiles in the community. Many businesses are often impressed with the enthusiasm of students who want to bring a positive and affirming message to their fellow students and staff. Young people are often viewed in a negative light, and having students do something positive for their school community is a great way to build the school's public profile.

We have thought of a few ideas for the day if we were to run it at *\*name of school\**. Some of these ideas include providing a free sausage sizzle for the whole school, competitions, games and giveaways as well as a live band. We are also aware that if we were to run this program in the school, there is a financial requirement. We will seek out sponsorships from the local community to fully fund this day so that it wouldn't cost the school anything at all.

If this was to go ahead, we plan to set it up in the Quadrangle on Friday 24<sup>th</sup> August. We also recognise that there are a lot of jobs to be completed on the day itself. We are confident that with the support of the Christian students in the school and Youth Leaders from some of the local youth groups, we will be able to fulfil this need.

We are both keen to see this program happen in our school as it gives us an opportunity to serve our school and our fellow students as well as providing an excellent opportunity to tell them about what it is to be in a relationship with God and just how much more that brings to life.

We hope that you are interested in the idea of seeing this program happen in our school, although we will respect whatever concerns you may have.

God Bless,  
***\*1<sup>st</sup> student's name\* & \*2<sup>nd</sup> student's name\****  
Year 12  
Homeroom: A3

.....  
( This is a sample based on a proposal from a local WA high-school for last year's Exo.)

Proposal for EXO Festival at \*\*\*\*\* Senior High School

Dear Senior Staff,

\*\*\*\*\* Senior High school is a school of academic excellence and as a result, has an outstanding reputation amongst the surrounding communities.

This same value of excellence is the reason for this festival. The purpose of the EXO (short for excellent) festival is to share the message that "Life is excellent" – to encourage the students to take a positive outlook towards life, no matter what they are facing. We feel that this theme is very applicable to the students, as we are aiming to hold the lunchtime festival on the Wednesday of week 6 in term 3, meaning that the students will have something to 'lift their spirits' and relieve them from the stress of the upcoming exams.

EXO is a concept initiated by the non-profitable organisation Youth Alive, with over 50 different schools around the state holding a festival this year. A key part of this concept is that the festival is 'for the students, by the students'. Hence, this means that the organisation of the festival will be done by a team of Christian students in the school, in conjunction with the chaplain. In addition, one of the key ideas of the festival is to bless the school and students – primarily meaning that it will not require any finances from the school or the students, with all needs met through sponsorship and funding from various churches.

Here is a brief overview of the plan:

Wed August 29th

- o festival will go for the duration of lunch
- o band will be playing on year 10 quadrangle
- o free food will be distributed to students at the paved corner of year 10 quad
- o may have a raffle – depends on sponsorship

This is the basic plan for the day. Future proposals will outline the planning in greater detail and how the event will run.

I would like to assure you that even though this event is being organised by the Christian students in the school, we are aware of your desire to respect other religious beliefs. Our EXO festival will not contain any religious messages. It is purely for the purpose of encouraging students to see that life is excellent and to be a blessing to the school.

I hope that you will consider supporting this event and the opportunity it gives to have a positive impact on the students and staff.

Yours truly,

\*student name\*

.....

( This is a sample sponsorship letter based one from a local WA youth group for Exo 2006.)



21 April 2007

*\*\*youth pastor name\*\**

Youth Pastor

*\*\*name of youth group / church\*\**

*\*\*contact details\*\**

ATTN: Manager

We live in a world where teenagers have more money but value life less, more time but nothing to do and more opportunities but less hope. We believe it's time for a turn-around.

EXO is an initiative in WA high schools designed to show practically to students that life is excellent (EXO). The festivals are run by the students, for the students and are designed around the theme that though life can be tough, it's worth living – Don't give up. Supported by Youth Alive – the nation's largest inter-denominational Christian youth network – EXO was pioneered four years ago in WA, with 40 high schools participating. In 2007, we see festivals being run in approximately 80 high schools across Western Australia from August 20<sup>th</sup> -24<sup>th</sup>, reaching 75 - 80,000 students.

Our church along with a few other local churches is aiding the students of \*\*\*\*\* Senior High School to run their own EXO festival. The festival will be held from August 20<sup>th</sup> -24<sup>th</sup>, at \*\*\*\*\* SHS. The majority of the 1600 strong student population of the school will be involved in some or all of the following activities...

- Live Bands
- Games
- Free food during lunch time
- Free Show Bags for 1600 students (including vouchers, VIP cards, discount cards, bumper stickers, lollies)
- Giveaways (including vouchers, lollies or stickers)
- Major prizes (X-boxes/PSP's, DVD players, iPods etc.)

We would like to invite you to consider sponsoring and being associated with such an exciting, community-impacting vision. We urge you to become a part of this amazing initiative. In recognition of your support, your company/organisation will be endorsed regularly. We *will* acknowledge your support for the youth of this city. What we would like to ask from you is financial or product sponsorship for EXO, for any of the aspects of the festival listed above.

Please contact my youth pastor or myself as soon as possible if there is any way in which you would like to be involved with EXO. We look forward to hearing from you!

Yours for the youth of this city and this generation,

**\*\*student signature\*\***

**\*\*student name\*\***, student of \*\*\*\*\* Senior High School

Mobile: 04\*\* \*\*\* \*\*