



**Council for
Youth
Development**
Bartholomew County



Spark Spirit Week 2023 Communications Toolkit

As a valued partner, Council for Youth Development Bartholomew County (CYD) is excited to share the Spark Spirit Week 2023 Communications Toolkit with you. It includes an overview of Spark Spirit Week, promotional graphics, examples of how to share on social media, and an email template intended to help you share information on the initiative with colleagues, friends, and followers in the weeks leading up to September 8-15.

Thank you again for your ongoing support. We look forward to seeing young people celebrate their spark during #SparkSpiritWeek!

For any questions and inquiries, please contact

- Sara Dunlap, CYD Director at saradunlap@cydbartholomew.org
- Tim Green, CYD Youth Empowerment Coordinator tim@cydbartholomew.org
- Sarah Stermer, Communications & Community Impact Manager at sarahstermer@cydbartholomew.org

Included in this kit:

- [Overview](#)
- [Ways to Participate](#)
- [Social Media Images & Captions](#)
- [Email Template](#)

Overview

Join us for an uplifting week focused on ensuring all young people in Bartholomew County have the opportunity to thrive with their spark.

September 8-15, the Council for Youth Development (CYD) Bartholomew County is hosting our annual *Spark Spirit Week*. The purpose of this week is to encourage Bartholomew County youth to explore their interests and start discovering their sparks.

In collaboration with our community partners, we envision *Spark Spirit Week* to be an active week in classrooms, out-of-school youth programs, and at home to encourage all youth to ignite their spark. In line with CYD's efforts to implement the Search Institute's Developmental Assets® and Developmental Relationships framework, we believe that *Spark Spirit Week* will contribute to building a community where all youth and families are reaching their full potential.

What is a Spark?

According to research from the Search Institute, a spark is what people are really passionate about doing, an activity that unleashes their energy and joy, one that may allow them to express themselves and make their own unique contributions to the world.

Why is it important for kids to know their sparks?

Young people who know and develop at least one spark and have three or more caring adults who help them with their spark are likely to have advantages and benefits including

- Higher grades in school 🏆
- Better social skills ★
- Better physical health 💪
- Better school attendance rates 🎓

They are more likely to

- volunteer to help others 🙌
- care for the earth ♻️
- have a sense of purpose 🎯
- say they are "on the road to a hopeful future" ☀️

They are less likely to

- Less likely to experience depression 😞
- Less likely to engage in acts of violence towards others 💣

Ways to Participate

We believe children, teens, young adults, and those who care, serve, and support young people would benefit by participating three ways below:

- **Spark Activity Booklet**

How can you help ignite young people's spark? Download this print-friendly activity booklet that includes four easy activities and resources for young people to explore their sparks. The activities are designed for grades 3-12 with additional suggestions for younger children. This tool is created for schools, out-of-school programs, parents, caregivers, and youth leaders.

[Download Here](#)

- **Community Partner Events**

CYD partner organizations are hosting free opportunities around 'Ignite Your Spark', integrating social-emotional well-being activities and encouraging positive youth development.


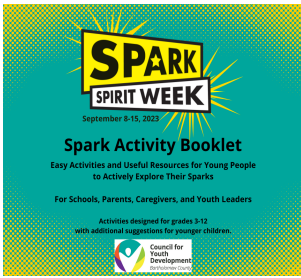
[View Community Partner Events](#)



- **Share & Inspire Others**

What unleashes your energy and joy and gives your life purpose and focus? Share your spark with us on your Facebook or Instagram using #SparkSpiritWeek and inspire us!

Don't forget to tag us @cydbartholomew.

Social Media Graphics & Captions:

Graphic	Caption to copy & paste to your social media
 <p>September 8-15, 2023</p> <p>Click here to download image</p>	<p><GENERAL POST ABOUT SPARK SPIRIT WEEK></p> <p>Did you know that young people who know and develop at least one spark and have three or more caring adults who help them with their spark are likely to have...</p> <ul style="list-style-type: none"> 🏆 Higher grades in school ★ Better social skills <p>And more likely to...</p> <ul style="list-style-type: none"> 👏 volunteer to help others 🎯 have a sense of purpose ☀️ say they are “on the road to a hopeful future” <p>Join us and the Council for Youth Development (tag @cydbartholomew) on September 8–15 to encourage all Bartholomew County youth to explore their interests and start discovering their sparks!</p> <p>Spark Spirit Week will be an active week in classrooms, out-of-school youth programs, and at homes to encourage all youth to ignite their spark.</p> <p>Learn more about the week at https://www.cydbartholomew.org/spark-spirit-week-2023</p> <p>#SparkSpiritWeek #cydbartholomew</p>
 <p>Click here to download image</p>	<p><POST ABOUT SPARK ACTIVITY BOOKLET></p> <p>How can you help ignite young people’s spark? Download this print-friendly Spark Activity Booklet that includes four easy activities and resources for young people to actively explore their sparks. The activities are designed for grades 3–12 with additional suggestions for younger children. This tool is created for schools, out-of-school programs, parents, caregivers, and youth leaders.</p> <p>Download it for FREE here: https://www.cydbartholomew.org/spark-spirit-week-2023</p> <p>#SparkSpiritWeek #cydbartholomew</p>

 <p>Click here to download image</p>	<p><POST ABOUT COMMUNITY PARTNER EVENTS></p> <p>CYD partner organizations are hosting free opportunities around 'Ignite Your Spark', integrating social-emotional well-being activities and encouraging positive youth development.</p> <p>View community partner events here: https://www.cydbartholomew.org/spark-spirit-week-2023</p> <p>#SparkSpiritWeek #cydbartholomew</p>
 <p>Click here to download images</p>	<p><POST ABOUT INSPIRING OTHERS WITH THEIR SPARK></p> <p>What unleashes your energy and joy and gives your life purpose and focus? Share your spark with us on your Facebook or Instagram using #SparkSpiritWeek and inspire us! Don't forget to tag us @cydbartholomew.</p> <p>#SparkSpiritWeek #cydbartholomew</p>

Please make sure you are already following our social media:

- Facebook: [@cydbartholomew](#)
- Instagram: [@cydbartholomew](#)
- Teen Instagram: [@cydteens](#)
- Twitter: [@cydbartholomew](#)

Tag us in any promotions you publish for the Spark Spirit Week 2023. The official event hashtag is **#SparkSpiritWeek #cydbartholomew**

Email Template

Please feel free to copy/paste or adapt the information below to use in your communications to share the word out!

<Email begins here>

The Council for Youth Development Bartholomew County (CYD) is hosting our annual Spark Spirit Week to begin a community conversation on the **Power of Purpose - Ignite Your Spark on September 8-15.**

The purpose of this week is to encourage Bartholomew County youth to explore their interests and start discovering their sparks. A spark is what people are really passionate about doing, an activity that unleashes their energy and joy, one that may allow them to express themselves and make their own unique contributions to the world. Research from Search Institute shows that when young people know their sparks and have adult support in nurturing them, they are more likely to have a sense of purpose, be socially competent, physically healthy, and do better in school.

This invitation goes out to all tweens, teens, young adults, and those who care, serve, and support them to join us to explore and develop our unique sparks.

Ways to Participate:

- **Spark Activity Booklet**
How can you ignite young people's spark? Download this free print-friendly activity booklet that includes four easy activities and resources for young people to actively explore their sparks. The activities are designed for grades 3-12 with additional suggestions for younger children. This tool is created for schools, out-of-school programs, parents, caregivers, and youth leaders. [Download Here](#)
- **Community Events**
Check out free opportunities around ignite your spark, including CYD's Enlighten Up event on September 14, 2023, downtown. Click for a full list of [Community Partner Events](#).
- **Share & Inspire Others**
What unleashes your energy and joy and gives your life purpose and focus? Share your spark with us on your Facebook or Instagram using #SparkSpiritWeek and inspire us! Don't forget to tag us @cydbartholomew.

If you have any questions about the event and/or have trouble accessing resources in this toolkit, please feel free to reach out to **Sarah Stermer, Communications & Community Impact Manager at sarahstermer@cydbartholomew.org for more information.**