Ideas

















Thank you!

This collection of ideas was created with the help Waldorf students all around the world.

Special thanks go to our intern Leoni (Rudolf Steiner School Lüneburg, Germany), who helped us as part of her social internship.

We hope that this collection of ideas will inspire you with regards to your own WOW-Day activities!

You have a great idea?

Please write and report us your experience!

Enjoy your WOW-Day!







WOW-Day Ideas for your campaign

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1. WOW-Day festival

Idea: Organise a festival or bazaar, in the spirit of WOW-Day

What? Many schools make a great effort to celebrate WOW-Day. They organise for example a festival specifically to celebrate the campaign or link the WOW-idea with a festival that falls in this period. An autumn festival or Michaelmas festival is a great opportunity to sell some self-made handicraft items with an autumn theme, to offer drinks and food and to provide a diverse programme. Maybe the orchestra would like to perform a piece of music?

Example 1: A school in Moldova organised an autumn bazaar. They described it as follows: "It was a beautiful, sunny day not only with regards to the weather, but also concerning the general mood of children, parents, teachers and all our friends who came that day. Everyone was involved in the many activities offered. The high school orchestra played concerts, the middle school students had prepared different games and a lottery, while the girls and mothers sold their handicraft items, homemade cakes, and traditional dishes."

Example 2: The school in Ust-Kamenogorsk, Kazakhstan, has a tradition for St. Martin's. On this day the entire school community sets out very early to watch the sunrise over the river mouth. Afterwards they head back to the schoolyard where the different classes showcase different performances to each other. Celebrations come to an end with a tea party in the respective class-rooms. This time, however, the school decided to slightly change that tradition. Instead, an autumn fair was organised for the occasion. Each class brought autumn gifts, such as jam, honey, biscuits, cakes, crafts and paintings done by the students. They had many ideas! At 7 o'clock the sale ended and all students were happy to take their earnings back to class and to celebrate with a little tea party. Students and teachers alike recollect the nice atmosphere on this successful day.

Why and what can you learn? The underlying idea for a festival or bazaar on WOW-Day is that the entire school community spends a day together in the spirit of WOW-Day and celebrates its meaning. One can imagine, that all the Waldorf initiatives worldwide are joining the celebration, as everyone raises funds for a good cause and one becomes aware that there are schools and institutions, which need our help because of external circumstances.





2. Action day

Idea: Charity breakfast combinded with the renovation of a youth centre

What? Is there a space at your school, which needs remodelling or a part of the schoolyard, which you could embellish to create something special for yourself and other students? You may also know another place that you always wanted to change, or a youth centre that needs to be renovated. It is best to speak with your teachers and the responsible people at your school or if you want to do something externally to speak to the city administration. To renovate a space can be lots of fun. It is a completely different experience from your everyday school life. One can also engage in such an activity as a large group that may well consist of different age groups. One group can do gardening work, while others coat the walls and still others might install lamps and electrical wires. In addition, you can connect these activities to a fundraiser to collect money for disadvantaged children. A good possibility is a charity breakfast that you could organize before starting your action day.

Example: The students of Colégio Waldorf Micael de São Paulo, Brazil prepared a great action day. First, the students had organised a charity breakfast and the proceeds were collected as a donation. Next, they set out to the property of the Aramitan project. The aim of the Aramitan project is to have as many different young people as possible to participate in the renovation of their building and the landscaping their garden. Every year, people from all over the world come to Aramitan to be part of the construction process. Certainly with this project "the journey is the reward". Indeed, the creative process changes the building bit by bit. The students from São Paulo Waldorf School contributed to this this project on WOW-Day together with other kids from the neighbourhood. Together, they painted the walls of the building in new colours, as well as the wall surrounding the property and landscaped the garden. In addition, they prepared food for the whole community. At the action day the students managed to collect donations, while at the same time experiencing a community day and working for a good cause.

Why? This is an example where it is indeed important to raise money, but at the same time one also works together on a social project. From such activities one can learn to have fun at work without material incentive. It is important to coordinate with each other and to work together.

What can you learn? Through such an action day you will learn from each other, as your group consists of people with different skills and you will find out how you complement each other in your work. In addition, there is a high learning success with regards to social interaction and the result is physical visible



Brazil:

the social project

Aramitan in São Paulo encourages young people and adults to feel responsible for social renewal. Since 2004 die initiative is building an community centre for vulnerable children and young people. Aramitan means "The child that unites heaven and earth." With the participation from people from all over the world, Aramitan works in a kind of globalization – the globalization of love, participation and responsibility. Aramitan wishes to contribute for the ideal that "another world is



3. Auxiliary activities like collecting chestnuts

Idea: Collecting chestnuts for animals in the wildlife preserve

What? Class two of a Waldorf School from Vienna collected chestnuts for the animals in the wildlife preserve, so that they can hibernate. Per kilogram of collected chestnuts the children received a small contribution.

Why? The children helped wildlife animals to survive in winter with their activity, while also raising funds for Waldorf initiatives abroad.

What do you learn? You develop understanding, responsibility and empathy for animals and for human beings.



4. Dancing

Idea: Building bridges through art

What? Performance can help you experience the atmosphere of the place for that you are intending to raise funds.

Example: The Basel Steiner School collected money (through gardening, singing in the nursing home, etc.), which they directly donated to the Friends of Aramitan. They organised a concert, with pieces composed and rehearsed by the students of Class 11 specifically for this occasion. A student also performed a dance, which also related to Aramitan. The students named the show: Stars above Aramitan.

In addition, the math teacher suspended a rope from the ceiling to the floor, pointing down through the earth towards the Friends of Aramitan. The room was dark and the star constellation, which at this particular moment appeared in the sky above São Paulo, was projected onto the ceiling. The students imagined that the people for whom they raised donations, looked up to the sky at this very moment to see this exact constellation above them.

Why? The students of this school thoroughly dealt with the place for which they raised donations and developed a deeper understanding of the local culture. Through their performance they enabled the entire school community to be part of the process.

What do you learn? It takes a lot of dedication and courage to engage in such a big project. First and foremost, you are able to raise awareness for the people and the place, which you decide to support.





"Even
though they live
far away across the
ocean, it was an attempt
to use the expression of
art to feel the connection
between the friends of
Aramitan and us."



5. Embellishments of public spaces

5.1. Idea: Guerilla Knitting

What? Guerilla Knitting is a form of street art, where objects in public space are changed through knitting. For example, you can make colorful knittings around a lamppost, sew in a bridge railing or decorate a tree.

Why? The background behind this activity is to open people's eyes to the small, beautiful things in life and in your city.

What do you learn? You will certainly appreciate your embellishments of public space every day and maybe even see how other people react to it.



5.2. Idea: paint a wall or pavement in public space

What and how? Would you enjoy making a beautiful chalk drawing together with a small group of people on the streets of your hometown? Maybe one of your classmates is talented in designing a basic motive, which you can paint together. You could even ask passing by pedestrians to add their own ideas to your themed drawing. You come up with a theme such as love or freedom. While you show some of your own ideas on the topic to pedestrians, you can invite them to pick up some chalk paint themselves and get creative as well.

Example: The students of the Sao Paulo Waldorf School came up with the idea to paint the pavement at the car parking in front of their school. Since last WOW-Day, all students, teachers and parents enjoy the sight of a brightly painted partking area.

Why? With this project you engage in a dialogue with people on a specific topic and involve them in a creative way. Furthermore, you provide pedestrians with a short break in their daily routine and make them embark on something spontaneous.

What do you learn? Such a creative project in public space, offers you the possibility to gain self-confidence. You most certainly will need courage to speak to strangers. On the one hand you will get into contact with very nice and interested people, on the other hand you will also meet people who might not be very friendly. In such cases it is important not to be insecure. What you will certainly learn is how people react to your topic and how invite them to participate in a spontaneous activity.



6. Social activity in your area

Idea: Help an institution that promotes interculturalism and integration

What? The main idea of WOW-Day is to raise awareness for underprivileged children, and to experience that one can be part of a global event and change one's environment by helping such an institution. The student of the Hamburg Waldorf School gave a drumming concert on the market place. By doing so they supported the intercultural Waldorf kindergarten in Wilhelmsburg in a very tangible way with the funds raised at the event. Their main concern was to make the population aware of the inclusive nature of the initiative. For this purpose they questioned pedestrians on their opiniton on such a kindergarten concept. The students learned how important language is, as for example some of the pedestrians did not even speak German. When the students visited the kindergarten, they learned how difficult it sometimes is to express oneself verbally. Finally, the students also built a boat, which they gifted to the kindergarten.

Why? The students wanted to use WOW-Day to help an intercultural institution while also promoting their inclusive educational concept.

What do you learn? With an activity like the one described above, you as students can learn a lot about public relations. You will learn how to talk to "strangers" about a topic, which they might either support or critisise.







7. Breakfast buffet

Idea: Raising donations through a breakfast buffet

What? To carry out such a project, one needs a space, such as a public meeting house in which one is allowed to implement a fundraising event. Once you find a suitable place, organisational skills are required. First, you need enough people to help; next you should publish the date and the program for the event and then invite the donors. If you would like to not only invite the Waldorf student's parents and grandparents, but also people from outside, you should host the breakfast buffet in a different building than your cafeteria. As a last step you will go shopping and prepare the food and the location.

Example: Class 10 students organised a breakfast buffet on WOW-Day in the cafeteria of a "multi-generation house".

Why? With a fundraiser breakfast you will raise awareness with a lot of people about your interest in the worldwide Waldorf movement.

What do you learn? Such a project requires a lot of organisation and preparation. You will learn by yourselves how to implement an idea from the beginning to end and how to successfully meet the expectations of interested people from outside the school community.







8. Fundraising with sponsors

Idea: Harvesting potatoes

What? The idea is simply to support a farmer in harvesting potatoes and have sponsors donate a fixed amount per potatoe. During harvesting time, help from students might be very welcome to the farmes. Just ask your local farmer, even if not the entire class is participating. In the following example, students from the lower grades have raised funds in this way, but there have been also intermediate and hig school students who went to collect potatoes at a farm and thereby achieved a significant amount in donations.

Example: Students of a Waldorf school in Berlin hosted a harvest-sponsoring event in Brodowin, about 1 hour away from Berlin. Initially, the idea came up during the agricultural main lesson block. During this period the students sowed and hearvested rye on a field, which was provided to them by the farmers. Later the class wanted to thank the couple for allowing them to complete their farming projects at their farm and also raise funds for WOW-Day. With the potatoe harvest-sponsoring event they found a solution to combine the two. Every child was supposed to find five sponsors, who were willing to donate 2-5 cents per potato. Then at Michaelmas 40 people gathered in Brodowin to achieve the greatest possible harvest. All children were divided into groups of three. Every 50 potatoes they made a mark on their sheets. The more marks were collected the more motivated were the children and regularly came up with new and improved ideas to increase efficiency. The farming couple was surprised when the children went home in the afternoon with tallies over 1,963 harvested potatoes. At the end the students had gathered a grand total of more than 22,000 potatoes and thus had earned € 2,600.

What do you learn? At the harvest-sponsoring fundraiser, you will be able to practice your math skills, experience team spirit and learn new farming skills (agriculture main lesson).



weather was
beautiful when we arrived.
Then we happily marched onto
the field. The farmer Mr. Bressel had
already scooped the potatoes out of the
ground with his machine. Us children each
had baskets into which we collected and
counted the potatoes. After 50 potatoes
we always made a mark on our paper.
I harvested a total of 1,963 potatoes. And so I became the
potato king:-)"



9. Sponsored run

Idea: Running for a good cause

What? A charity run is a very popular fundraising idea. As with many other projects, such an event requires good organisational skills with regards to setting distance, time and conditions. It all depends on the location where you want to host the charity run. You can choose a short route, e.g. on the schoolyard, or choose any other suitable route. Prior to the event each runner searches for one or more sponsors, who donate either a fixed amount per lap/km/time or a lump sum. If you decide to raise money per completed lap and then calculate the amount afterwards, you need to have a good system to count the laps. One possibility is to have one/or more helpers stand alongside the track and fill in each student's tally on a sheet of paper. Another option is to simply have each student memorize their own laps or have them collect a rubber ring for each lap, so they can afterwards count how many laps were completed.

Checklist for a succesfull charity run:

- Acquiring potential sponsors (signing a contract).
- You will meet at the appointed place, at the agreed time.
- First, rules and procedures are explained and remaining questions clarified.
- Next your PE teacher will gather all runners for a warm up and stretching session.
- Then you wait for the start and get ready. For the start you will be standing in rows and begin your run one.
- Once the signal is given you start running.
- When you are finished your completed laps/time/miles are filled into your sponsorship contract and go to your sponsor for money collection.

You can find further information on our website.

Why? With this fundraising activity you not only help disadvantaged children but also enjoy doing sports together with your classmates!

What you can learn? Team skills, athletic endurance, raising awareness for disadvantaged people, self-confidence.









10. One-day jobs

Idea: Earning money by working for a company / private person

What? You work one day at a company, at a supermarket or help you neighbour. One-day jobs can be, for example, small tasks in companies or factories, car washing, gardening, cleaning the stables on a horse farm, running errands for old people, packing bags at the grocery store or taking dogs out for a walk, whatever comes to your mind. The money you receive for you work you donate in the context of the WOW-Day and support Waldorfiniativen weltweit.

How? For your WOW-Day job you might want to inquire possibilities in factories that always need help, in nurseries, bakeries, or with farmers for the fruit or potato harvest. You could even ask in a kindergarten or local store (replenishing shelves etc.).

What can you learn? The One-day job will allow you to experience what it means to earn money for your work. Maybe through WOW-Day you will be able to get an insight into a profession, which you may want to pursue later on in life. In addition, it is also a good way to get out of the usual school day routine.



Example 1: A student from class seven from the Michaeli School Cologne spent his WOW-Day at the veterinarian. He wrote a long account of his experiences.

"In the morning a huge Great Dane came to the examination room to be microchipped. The dog did not want to be touched by the doctor, which was very exciting to watch. When it finally worked out he put the thick needle in her neck. Afterwards she was very eager to leave the examination room as soon as possible. Then two cats came with a very talkative and annoying mum. In fact, she talked so much that we were all glad when the appointment was over."

Example 2: A family from class two of the Waldorf School Cuxhaven owns a farm. This is where class five spent their WOW-Day and did the following: This year, this particular farm needed some help in spring to "drive out winter", cleaning out the stables, tidiying up the lumber yard, raking the green spaces, sweeping the farm yard, etc. .



11. Circus performance

Idea: Dance choreography, unicycling, acrobatics, juggling, fire acrobatics, magic...

What? If you think about it for a bit, you will surely find something that you could present to the public. For example you could develop a choreography or an acrobatic performance, if you already have some experience in this area. Unicycling, juggling, acrobatics and fire spells might also be valid options. Maybe you already have a circus club in your school, which can come up with something good. Or you have gained experience there and can develop a street performance event yourselves. For a magic performance on the street one certainly needs a lot of courage, has to speak loud enough and select magic tricks that one has mastered well enough and that are suitable for a street performance. This means the tricks should be short and concise and not too easy to see through and designed in such a way that spectators can watch from different angles. For a street choreography you need to make sure you have the right audio equipment to ensure a good sound for the spectators. In addition, you should come up with a program that is long enough to make pedestrians stop for a while and watch what is going on.

Example: The students from class 7 to 11 from a Hungarian school met up every Friday afternoon for three weeks, to prepare activities in five groups. One group rehearsed a breakdance program, another was preparing a juggling program and again others thought about some activities to do with children. Group number four thought about what culinary goodies to offer to the spectators and others prepared a second hand stall. On WOW-Day then, interested perestrians were able to watch the break dancing and juggling performances of the students while buying something delicious to eat and having their children entertained by storytelling.

Why? With such an activity you brighten the day for many people, you call attention to the worldwide Waldorf movement and help children in need through your donation.

What do you learn? Here as well you will meet people with many different views. You will practice how to prepare a good show and thereby learn how to inspire people to donate for your performance and for a good cause. Make sure that you have a collection box vailable so people can donate confidentially.





12. Collecting garbage

Idea: Liberating the city from litter

What? Freeing your city of garbage, could be a good WOW-Day activity as well. Your contact in this case would be your local municipality (city cleaning department). Surely there are certain areas in your city, for example in the park, where a lot of waste accumulates. In any case the municipality will be very happy if you take care of collecting the garbage for them and might reward you with a generous donation.

Example: After the autumn bazaar a Waldorf class went to collect waste. One student wrote:

"After the school festival all students went to the lake shore road to pick up trash and clean our city. It seemed that the sun was shining brighter once we had finished our work. We had worked diligently and as a team. While we were collecting waste, we also had a lot of fun! I would like to emphasize that we should engage in such activities more often, because we all have one desire: to see our city as a clean, beautiful and flourishing place and also to support other children. I think not only students from our school, but students all around the world should do such work more often!"

Why? This activity connects collecting garbage to have a more beautiful environment and fundraising.

What do you learn? If you engage in such an activity, you will quite quickly realise that it is worthwhile to do something for a good cause, which one would normally not do. And as described, you can even have fun doing so if you work together as a team.

13. Street music

Idea: Street music, street projects etc.

What? Street music is often a great opportunity to collect a lot of donations and to give people something to enjoy. Especially in smaller cities or spa towns this might be a good option, because there is a higher chance to meet older people, for whom your activity is something special and who quickly become fascinated by your performance. All it takes are a few practice sessions with your friends to rehearse some music pieces from your music class. Of course you may repeat some pieces during your program, however it should not be too much repetition, so it is worthwhile to stay for some time and listen to you. If your entire class would like to participate in such an activity, you may suggest to your music teacher to put together a program for a street performance (e.g., a selection of pieces from your music lessons). In order to immediately communicate to the donor's what your fundraising activity is about, we suggest you place a big poster in the background or you use the current WOW-Day flyer.

Example: Students from class 7 of the Göttingen Waldorf School played the violin in the pedestrian zone. Another student supported them with relocating (this may not be always necessary) and talking to pedestrians.

Important! In most cities you need a permission of the City Council for a street activity. Do not forget!





14. Stall in the city or school

Idea: Sell selfmade items in the city or at a school festival (see also WOW-Day festival)

What? Have you made something at home or in handicraft class that you could sell at a stall in your city? Then you first need to obtain information on how the registration of a market stall is being handled in your city. Most probably you will be able to find the answer by visiting your local townhall. In addition, there might me restrictions to selling food in public spaces and therefore we recommend to sell food only on the school grounds. Once you have obtained the permission to have a stall you can prepare the sale of selfmade things.

The following items are particularly well suited for selling: tied bracelets, selfmade earrings, paintings, postcards or small books with a selfmade cover. Another idea would be nicely designed apple juice labels that your stick on apple juice bottles, which looks beautiful!

Or if you feel like making something simple without much effort, you could cook or bake something. For example, you could bake cakes and sell them at a school event or at a festival that is specially organized for WOW-Day. You can of course also prepare other things, like soup, savory snacks or even freshly squeezed orange or apple juice. Another idea would be to offer waffles to classmates and teachers during the breaks.

Finally you could also think about setting up a second hand or a garage sale.

Why? Through such an activity you actually sell customers a small piece of the idea of WOW-Day. This is especially true, if they buy an apple juice bottle with the WOW-Day logo or your school logo on it. But even just telling them what you are doing and what moves you, gives customers of your booth an idea about the aim of your fundraising activity.

What do you learn? When making small, homemade things you train your practical skills, work accurately, sell and learn how to advertise your products.





15. Recycling

Idea: Opening used scarves and reknitting them, to dip candles

What? Here the main idea is to recyle something old. An example would be to collect old pieces of wool and use them to create something new. Or do you have fabric scraps at home or at your school? If so, you could use the material to make beautiful patchwork products, such as pillows, mobile phone cases, spectacle cases, etc...). Moreover, nearly every household has some candle residues, especially during Christmas time. You could collect them and melt them in a water bath. Next, you could reuse the wicks and the wax to draw new candles. Indeed, there are many more ideas to recycle material and create new products that are easy to sell...

Example: A wool factory was having leftovers of knitted scarves, which they donated to Waldorf schools in Germany. A number of students took on the task of reknitting these scarves or selling the old ones in their city and thus raised a considerable amount for WOW-Day.

What can you learn? You might realise that there are many opportunities to reuse material that is normally thrown away as garbage. Through the recycling process you will create new items that can be sold to raise money. Above all, these activities are a lot of fun, because you have no material costs. Instead you will use material that otherwise would not be used by anybody. Furthermore, you woll learn how to count, sell and market your products.







16. Country's day

Idea: WOW-Day celebration and specialities from different countries

What? Meanwhile WOW-Day has become an event that is celebrated on an international scale. This means that people in various countries around the world feel a sense of being connected in a single aim. In addition, the donations are usually transferred to an initiative abroad. Therefore it makes sense to celebrate WOW-Day as a festival of foreign countries and cultures either in school lessons or as a public event.

Example: The Chisinau Waldorf School in Moldova organized a festival and a bazaar. For the bazaar traditional food and self-made items were offered. During the festival each class gave a presentation on countries where Waldorf initiatives exist. Even the kindergarten participated. In preparation for the event the students painted little flags, practiced songs and poems and rehearsed greetings in the local language.

Why? By studying other countries and informing the school community about their customs, makes students and peers aware that there are many students just like them everywhere in the world. Thus, the worldwide Waldorf community appears closer.

What do you learn? Country day creates awareness for other countries, for peer students living in other cultural settings, and the worldwide Waldorf movement.





17. Project-week

Idea: WOW-Day as a project-week topic

What? WOW-Day could also be the subject of a project week. You could choose a overriding topic from which you can draw relations to WOW-Day. Examples are globalization, children's rights and human rights. Next you can invite lecturers on your topic like the "education agents" in Germany, who offer their help on topics such as "global learning" and conduct workshops on globalization (illustrating global relationships). For more information visit: www.bildungsagenten.com. Connected to the selected topic you choose a project for that you collect donations.

Why? This is an opportunity to experience WOW-Day in a different way, as it allows you to deal with topics that are relevant for the entire world.

What do you learn? New knowledge to a specified topic.







18. Art auction

Idea: Put up donated works of art for auction

What? If you want to raise funds, but do not want to organise a bazaar, auctioning off art online might be a good alternative. Maybe you have always wanted to have an online auction and know someone, who could help you with it. You should note that it is better to auction off larger pieces of art (such as oil paintings, mirrors from you handicraft class) than little things (bracelets, earrings). The following example might provide you with inspiration on how your own online auction might look like.

Example: The Waldorf School from Maribor in Slovenia, auctioned off works of art that had been donated by the teachers and students. They set up a WOW-Day auction page on which sold their items on a specific date. They informed the school community and the public, by publishing a report on their project in the largest alternative Slovenian newspaper. Through such a newspaper report, you create awareness for your school and in this case your artistic focus. Furthermore, it shows to the public that you deal with international problems.

What do you learn? In addition to dealing with digital media you learn the field of public relations and how to organize an online auction.



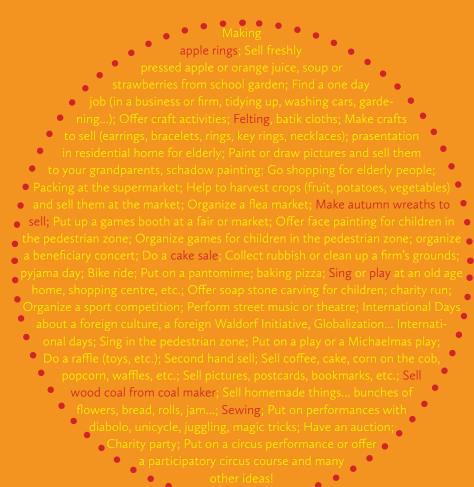






Your WOW-Day activity is missing?

Then please write to us! We are pleased to hear about your creative activities.



Join us!

A global campaign and all of you may participate: children and students in grades 1-13 at Waldorf schools as well as people in curative education and social therapy facilities. To register simply fill in the online form with the name of the contact person of your school/institution.

The revenue of your activities will be collected by the Friends of Waldorf Education and 100% forwarded to projects in need of support.

www.friends-waldorf.de

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