



Jane Goodall's
Roots & Shoots
USA



A program of the Jane Goodall Institute, **Roots & Shoots** is a global movement of youth who use their voices and actions to help people, animals and the environment through community projects. Learn more at rootsandshoots.org.

Starting a Roots & Shoots Group

1. Recruit a group advisor and leader

A Roots & Shoots group leader can be a young person or an adult. Group leaders facilitate meetings, motivate group members and guide the group in selecting and implementing projects. For some youth-led Roots & Shoots groups, having a trusted adult to serve as group advisor helps a lot! Group advisors can offer you advice and support along the way.

2. Get other people to join you



Talk to friends and people in your different social groups to see who is interested. Tell your story! Share what you're doing and why it's important to you and the community; ask people what they're passionate about and invite them to join you in taking action with Roots & Shoots. Be sure to connect with your local R&S Basecamp Coordinator if you live in a [Roots & Shoots Basecamp city](#).

If you're able to meet in person, try making an announcement at school or during an assembly, distributing flyers, or hosting a Roots & Shoots table to share about Roots & Shoots, your group, and how to get involved.

If you're starting a group remotely, you can post about it on social media, in your community's newsletter, or place an announcement on the website and in the mailing lists of your school, community center, library, or faith group. Whatever method you use, remember to provide your contact info as well as the time, date, and location of your group meetings.



3. Find a place to meet

If you don't have one already, you'll need to secure a space to meet regularly with your group. You can meet in your school, community center, a local library, place of worship, etc.

You can also meet remotely using any video chat platform. Leading a group virtually can afford you the opportunity to involve Roots & Shoots members from farther away.



STARTING A ROOTS & SHOOTS GROUP

4. Join Roots & Shoots and register your group

Roots & Shoots encourages the young and the young at heart to get involved in local causes they care about. Across the U.S., we have a wide variety of group types, from families and individuals to faith groups, museum and school clubs.



It is **FREE** to join Roots & Shoots. Once you do, you are part of a global movement of people taking action in over 75 countries. As our founder, Dr. Jane Goodall, DBE always said, “Every individual makes a difference.” Go to www.rootsandshoots.org/register to join.

5. Hold a start-up meeting

Share the time, date, and location for your first meeting. You can use this time to:

- Welcome and do a round of introductions.
- Discuss why you have gathered and what is important to you.
- Engage everyone! Explain what Roots & Shoots is, the program’s history, and what your group is all about. You can use videos, resources from the Roots & Shoots website, and interactive components. Talk about the types of projects that Roots & Shoots groups do and brainstorm projects your members are passionate about.
- Pass around a list to get everyone’s name and contact information (e.g. phone number, email address, homeroom, etc.)
- Figure out when and where everyone can meet on a regular basis, then set up your next meeting!



6. Picking and planning a project

Starting a project may seem hard, but once your group starts brainstorming there will be so many issues your members are passionate about! To narrow it down, use the [Roots & Shoots 4-Step Formula](#). With **Step 2: Observe**, you identify areas of local need and come up with ways you make a difference with a community project.

Once you have a project idea, use the [Roots & Shoots Project Planning Guide](#) to decide where, when, how and who will get it all done!

Don’t forget to share your project with Roots & Shoots USA via your profile on our website. You can also share on our social channels @rootsandshoots and #rootsandshoots.



If you have questions or would like advice, email us at rootsandshoots@janegoodall.org. The Roots & Shoots team is ready to help!