

# Teen Street Team Service Project Options



SHIM is looking for enthusiastic middle and high school students interested in communications, marketing, and public relations to join their SHIM Street Team. Use your social media skills to help us engage and grow our South Hills audience. South Hills residents continue to struggle making ends meet and now you can make a difference in their lives.

- Earn volunteer/community service hours
- Learn about social media paid advertising
- Hone your communication skills
- All while helping your community

## Engagement Videos

- Create a short video (15-45 seconds) to raise awareness. Here are some topics:
  - Hunger and food insecurity in the South Hills
  - How to run a donation drive
  - Specific ways to help SHIM (collect food donations, fundraise, join the Teen Street Team, spread awareness)
  - What you love about SHIM
  - How SHIM makes a difference
- Format your video for social media sharing
  - Facebook 1080p
  - YouTube
  - TikTok
  - Instagram Reel

*Share your work on social media (don't forget to tag SHIM) and encourage friends to like and share*



## Fundraising

- Crowdfunding challenges
  - Brainstorm a fun challenge, such as a physical feat or a social get together (think Read-a-thon, sports challenge, video gaming or a board game competition)
  - Plan your event and build momentum
  - Invite your friends and family to donate to your challenge
  - Livestream or record your event
  - Present your donation to SHIM and capture a picture or video to share
- Bake Sale/Lemonade Stand/Bracelet Sale
  - Sell your items and donate the proceeds to SHIM
  - Spread the word on social media and tag SHIM

**Contact Rachel White to learn more or sign up for your first project!**  
412-854-9120 x112 or [rwhite@shimcares.org](mailto:rwhite@shimcares.org)



**We also welcome teens to host donation drives. More information can be found at [www.shimcares.org/host-a-drive](http://www.shimcares.org/host-a-drive)**