



nickelodeon™

**WORLD CHILDREN'S DAY
KIDS' TAKEOVER**

KIDS' TOOLKIT





What do you get when Nickelodeon teams up with UNICEF USA for UNICEF's World Children's Day?
A Kids' Takeover! Duh!

World Children's Day is all about YOU. Like, helloooo- kids have rights. They have ideas. They can change the world! So, we decided to make a whole day all about celebrating **YOUR** voice...and the voices of your siblings, your best friend and even kids across the world that you've never met!

Do **YOU** have **BIG IDEAS**? Make the grownups listen up...with a Kids' Takeover!

What?

Wait wait wait- back up. What *is* a Kids' Takeover? Think of a cool leader in your community: what would you do if you could TAKE OVER their job for one day? Well, that's what you're gonna do: just pick a Takeover Partner, ask them to collab, and get ready to share your big ideas!

A LITTLE INFO ON WORLD CHILDREN'S DAY!

November 20 marks the anniversary of the adoption of the [Convention on the Rights of the Child](#), which is an important agreement by countries who have promised to protect children's rights. You can learn more about the Convention [here](#).

Why?

YOU have a perspective the world needs! This is **YOUR** chance to meet the people who make decisions, and share your ideas! Listen...it's OK if it makes you nervous, or you make a mistake. Your friends, family, and Takeover Partner will all be there to help you. Just try it- we dare you!



How?

You're probably like, "That's cool, but how do I actually *do* a Kids' Takeover?" We've got you- just take it step by step using the list below:

Step 1

Talk to your grownup and tell them you want to do a Kids' Takeover!

Step 2

Find your Takeover Partner! Who inspires you? Who needs to hear your BIG IDEAS - a news anchor, teacher, local volunteer, business leader or community leader...maybe even the PRESIDENT OF NICKELODEON?!?! There are so many options. This is a day to think BIG, even if you just have a little idea, so don't hold yourself back!

Step 3

Once you decide your dream Takeover Partner, ask your grownup to help you reach out!

Step 4

Reach out to your Takeover Partner! You can use this handy-dandy template to create a ["Concept Note"](#) and ["Partner Letter."](#)

Step 5

Send your concept note and partner letter to your Takeover Partner! Ask your grownup for email access, a stamp, a spell check, or anything else you might need.

Step 6

Prep for your Takeover! Here are some tools you can use to organize all those BIG IDEAS. That way, on the day of your Takeover, you'll be able to share everything super clearly, and make all the grownups listen to your kid genius!

- [Business Cards](#)
- [Meeting Agenda Template](#)
- [Written Presentation Template](#)
- [Slideshow Template](#)

Step 7

Work with your Takeover Partner to plan out the big day! Every Takeover will be different- if you're taking over a bakery, your day will be verrrryyy different from another kid who's taking over a business office. There are three things to prepare:

1. **YOUR BIG IDEAS:** You have a unique kid-perspective-what ideas do you have for your Takeover Partner?
2. **YOUR PRESENTATION:** Develop a way to present your idea (or ideas!) in an organized way- write them down, or make a slideshow!
3. **YOUR QUESTIONS:** How can your Takeover Partner or the people they work with help you accomplish your big idea? Do they have any questions for you?

Step 8

Practice, practice, practice! It can be kinda hard to give a presentation in front of a bunch of grownups you don't know– so practice your presentation and go over your questions with YOUR grownup, so you know you have nothing to be nervous about. But also, it's okay to make a mistake – adults do it too, just keep going! YOU'VE GOT THIS!

Step 9

Takeover day! Get a good night's sleep, and then GET HYPE TO TAKEOVER! Don't forget to take pictures and share with your friends and family!

Step 10

WOW– you're all done with your Takeover. Hopefully, it was so, so, SO fun. Grab a journal or open a doc on the computer, and reflect:

- How do you feel after the Takeover?
- What are some things that people said that made you feel hopeful?
- Are there any challenges you can think of, moving forward?
- Can you think of any solutions to those challenges you identified?
- Who can help make those solutions into reality?
- How will you continue to use your voice to amplify this issue?

Step 11

Say thank you!! Give your grownup a high-five for helping you and supporting you with your Takeover. Send a thank-you card or email to your Takeover Partner, too, and let them know what it meant to you to get this opportunity!

Step 12

What will you Takeover next?

That's it! So, get out there and TAKEOVER!

By participating in UNICEF's World Children's Day, you are committing to UNICEF USA's [Child Safeguarding and Participation Policy](#), [Diversity, Racial Equity & Belonging Commitment](#) and [Photo Release Policy](#).