

Wristband life

I caught an interview this morning on GMTV about the number of counterfeit wristbands being sold and the money NOT going to the charity. One thing it highlighted was how hard it can be to get young people involved in charitable causes and political action. Their guidance was to only buy the wristbands from reputable shops or via the charity on the web. A few ideas came to mind on how we could tap into the wristband culture in our work with young people.

- Do a survey of all outlets selling the bands and send this to local trading standards. AND/OR report these to local branches of the charity.
- Extend the idea... If you give the young people a name tag from the group (official looking), get them to dress smart with a clip board as they go around the town then it is likely to cause the shop owner to ask questions and the simple response that you are conduct research as to whether the number of wristbands being sold correlate with the income the charity receives for a local organisation will probably be enough for them to withdraw them from sale.
- Get the young people to spend a Saturday morning counting how many are sold from particular shops and send the shop the address of the charity with an invoice for the appropriate amount to forward onto the charity, copy the letter to the charity.
- Get the young people to ask all their mates where they have got their wristbands and explain to them the issue. Ask if their friends would consider returning an dodgy wristbands and ask for a refund. This could be a good way to increase you contact with other young people as if there are enough you could arrange for adults to accompany the young people as they ask for a refund.
- Write to local press to highlight the issue.

<http://www.gmtv.co.uk/index.cfm?articleid=14173> a link to id the genuine bands

Let me know if you try any of these.