

FROM FEBRUARY 10 TO 14, 2025



**HOOKED  
ON SCHOOL  
DAYS**

#JPS2025

## **LOCAL AMBASSADORS PROJECT**

*Document for partners, organizations, and agencies*

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As part of the **Hooked on School Days 2025 | HSD**, we invite you to involve young people and/or public figures from your community to share a testimonial in the form of a *REEL* or story. These inspiring testimonials will highlight a realistic vision of success, built on efforts and adjustments.

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### **Objectives |**

- Inspire young people with authentic stories.
  - Promote school perseverance through ambassadors valued by youth.
  - Create engaging and inspiring content for broad dissemination.
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**Format |** Each ambassador is invited to create a short video of up to one minute, sharing an anecdote that illustrates a time when they had to show resilience and determination to achieve a personal or professional goal. You will find a proposed invitation text in Appendix 1, as well as a follow-up message in Appendix 2, to be sent once your selected youth and/or public figures confirm their participation.

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**Video Distribution |** The videos will be shared on the ambassadors' and your organization's social media, accompanied by the hashtags #RRM and #JPS2025. They may then be shared by Réseau réussite Montréal | RRM on its Facebook and LinkedIn pages, as well as by JPS. The goal is to reach a wide young audience by showcasing motivating and authentic stories.

Thank you for rallying around this initiative that will highlight everyone's efforts and achievements!

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## **APPENDIX 1 | PROPOSED INVITATION TEXT**

Hello [selected youth/public figure],

As an inspiring figure in our community, we are delighted to invite you to participate in an initiative aimed at supporting and motivating young people as part of the **Hooked on School Days 2025 | HSD**.

This year, the campaign emphasizes a realistic vision of success, which is rarely immediate but rather the result of a journey. Your contribution would involve sharing a short video on your social media (REEL or story) between February 10 and 14, where you would describe an anecdote showcasing your determination, resilience, and the efforts you made to achieve a personal or professional goal.

Your story will then be shared on our social media platforms (Facebook and LinkedIn) to inspire as many young people as possible.

If this proposal interests you, we would be happy to provide you with reflection points to guide you.

Together, let's show that perseverance makes all the difference.

Thank you for your attention to HSD!

[signature of your organization]

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## **APPENDIX 2 | PROPOSED FOLLOW-UP MESSAGE (TO BE SENT AFTER AN AMBASSADOR CONFIRMS THEIR PARTICIPATION)**

Hello [confirmed ambassador],

Thank you for agreeing to contribute to our local ambassadors' campaign as part of the **Hooked on School Days 2025 | HSD**!

Your involvement will consist of two steps:

**1 | Create a short video of up to one minute**, sharing an anecdote that illustrates a moment when you demonstrated resilience and determination to achieve a personal or professional goal.

**Reflection points to guide you:**

- Was there a project or situation that seemed impossible at first but that you managed to overcome with significant effort and perseverance?
- Have you ever experienced failure? How did it feel? What were your tips and tricks to keep moving forward, or what did you learn?
- Did you achieve a goal after a long period of continuous work and patience?
- How did you find the motivation to keep going during a moment when giving up seemed easier?
- Have you experienced a situation where collective perseverance, as a team, led to success despite obstacles?
- Is there a skill or knowledge you only mastered after many attempts?
- What moment made you feel the proudest of having persevered to pursue something you were passionate about?

2 | **Share this video** (REEL or *story*) on your social media, including the hashtags #RRM and #JPS2025. It will then be shared by Réseau réussite Montréal | RRM and JPS. The goal is to reach a wide young audience by showcasing motivating and authentic stories.

Thank you for your valuable commitment!

[signature of your organization]