



# Action Plan

It's time to put it all together and create an action plan!

## Ask yourself the following questions before beginning:

- Can you describe the project clearly enough to get others to join?
- Are you confident you have the right solution to the problem you're trying to address?
- Have you given yourselves enough time to complete the project?
- Have you checked back and made sure that everyone's strengths are being maximized in a way that is in accordance with your agreed-upon values?

**1.** Take the timeline and attainable, measurable goals from your S.M.A.R.T. goals worksheet. That is your starting point.

**2.** Use any of the templates below that you find useful to plan out your project:

- Dividing into task teams & setting timelines
- Building partnerships
- Gathering resources
- Tips for organizing event logistics

## Dividing Into Teams

When you begin work on your project, break into committees or task teams. Each group will focus on a different aspect of planning, preparation, and action. For example, your groups might include partnerships, gathering resources, telling the story, and event logistics.

### Tips!

- ★ Build teams based on the diversity of strengths within the group. Refer back to the Club Cards Activity if you need a reminder of the various leadership styles in the room.
- ★ Remember to stay true to your agreed-on values.
- ★ Be conscious of what role each member is playing and why.
- ★ Ask each member of the group what went well and what could be improved for the next meeting.

Below are examples of teams you might need for your project. Change the team responsibilities according to the needs of your project.

<b>Teams</b>	<b>Who?</b> (Names)	<b>When?</b> (Start & end dates of project)	<b>How often will you meet and where?</b>	<b>What are the roles and expectations?</b>
Build Partnerships				
Budget & Gather Resources				
Outreach & Promotion				
Event Logistics				

# TEAM 1: Build Partnerships

Team Partnerships is relationship-oriented and strategic. They are inspired by others and can both envision and explain the benefits of collaborating with others. Effective communication is a strength for these team members.

Remember the key stakeholders you contacted in the previous step? They can be powerful allies in making your project a success. Who else might be interested in becoming involved?

1. Create list of the skills and names of the people in your community who can partner with you on with your idea. Possibilities include colleges or universities, organizations, governmental departments, or public officials (see tips below).
2. Send an introductory email requesting a short (5-10 minute) phone call. When you talk with someone, be sure to include:
  - Your inspiration and project - why this issue is important to you and what you are doing about it.
  - Your "ask" - the advice or support you are seeking.
  - Your assets - how the expert will benefit from advising or working with you.
  - Your availability - days and times when you are free to talk.
3. As you work with community partners, make sure the following is clear to everyone:

## Goals

How will you know when you've been successful? What are your benchmarks for success?

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## Expectations

Which organization is doing which tasks? What resources and strengths you both bring to the table?

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## Feedback Mechanism

What happens if things don't go as planned? How will you give each other feedback?

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### Tips!

- ★ Engaging public officials (e.g.: your mayor, school board trustees, or city counsellors) can help raise the profile of your project. Inform officials at all levels (municipal, provincial, and federal) who have jurisdiction over where you live. Remember: they are also eager to align themselves with good causes!
- ★ Possible ways of involving public officials include:
  - Speaking at your event(s)
  - Giving out awards
  - Asking them to spread the word about your project via social media or at public events. Remember: adults are inspired by passionate, engaged youth.

# TEAM 2: Budget & Gather Resources

Team Budget is enterprising and resourceful. Some members of the team need to possess a head for numbers and attention to detail; others require the creativity to think of where to seek out resources and the communication skills to explain why they're needed.

## Overall, your tasks are to:

- Research the cost of materials, equipment, and services you will need for your project.
- Develop a budget that you will maintain throughout the project
- Find extra funding or support. This can be in the form of grants, donations, and fundraising events.
- Thank and recognize all sponsors, donors, and volunteers at the end of the project.

## Now it's time to get creative.

- Brainstorm expenses. Walk through each stage of the project to ensure you have a thorough list of all project expenses.
- Borrow what you can from friends, family neighbours, or community lending libraries - and remember to keep a list of who you borrowed the items from.

### Tip!

- ★ People feel good about supporting a good cause. Make sure you explain exactly how and why your project is making your community - or the world - a better place for everyone.

Item / Cost	Potential Source	Team Member Responsible	Deadline	Item secured?	Funder thanked (Y/N)

# TEAM 3: Budget & Gather Resources

Team Outreach is an enthusiastic bunch who possesses the ability to clearly convey the message and the boldness to speak out about it in both pictures and words. Speaking to the media might be a possibility for one or more members of the team.

Sharing your story amplifies your voice and has the potential to increase your impact.

1. What are the most important points to share about your project? You can refer back to your Elevator Pitch as a succinct way to describe the project. From there, develop three main messages that are essential to your outreach. These might include:
  - a. What is the goal of your project? Who does this issue affect?
  - b. Why is this project important to you? What motivated you to act? Who else is on the team?
  - c. Why should members of the community support your project? How can they get involved if they are moved to do so?

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2. Who do you want to reach? Are you hoping any action will come of your outreach (i.e., more people at your event; more signatures for your petition, more money for your fundraiser, etc.)?

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3. How will you get the word out? Make a list of all of the various forms of both social media (e.g., Instagram, Facebook, Twitter, Snapchat, etc.) and traditional media (e.g., radio, television, and newspapers) and decide who on the team has responsibility for outreach for/on which media.

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4. Who on your team is the photographer(s)? This is an essential role as it will help you promote, track, share, and remember your project. If you decide to scale your project or hold another event, you will be very glad you have photos. Remember to document the whole process - not just the finale.

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**Tips:**

- ★ Start with who you're trying to reach since that will greatly impact which media outlet(s) you use.
- ★ If you don't shape your message, it will be shaped for you - and the result might not be what you were hoping to convey.
- ★ Show your passion and enthusiasm for the project! Focusing on your solution to a community issue will increase the odds that others will want to join you.

# TEAM 4: Event Logistics

Team Logistics like to think ahead and make sure that everything will go as smoothly as possible. They do this by foreseeing potential glitches such as bad weather, safety and security, photo release forms, scheduling problems, etc. These planners have got it covered.

Below is a list of things you may want to consider - depending on the scope of your project:

What	Who	Tips
Schedule		Remember to account for the time it takes for participants to get from Point A to Point B and for Bio Breaks (i.e., washroom, hunger, etc.). Where in the schedule can you either save or add time if things don't go as planned?
Equipment/Supplies		Who is picking up and returning supplies?
Facilities		What are the needs of your event and have you met them all in the facility you are using?
Speakers/Entertainment		Do your speakers or entertainers have any particular needs or concerns?
Food/Beverage		How can you account for various dietary needs? Have you considered how you can reduce the amount of garbage generated from your event?
Transportation/Parking		Clearly communicate how participants can get to your event and what they can expect in terms of parking.
Signage		Put yourself in the shoes of someone who has never been to the facility. Where will they be confused?
Bad Weather Plan		Does bad weather affect your event? How and when will you communicate this? Who makes the call to cancel the event?



<p>Safety &amp; Security</p>		<p>Is there anything of value at the event you should consider? Do you have any concerns about fire exits, size of the crowd, etc.?</p>
<p>Photos/Videos</p>		<p>Remember to be sensitive to those being photographed. Always gain permission from the subjects and make sure that parents or guardians of any participants under the age of 18 sign a photo release form authorizing you to use the photographs. Ask your school or club if they have a standard photo release form you can use.</p>
<p>Volunteer Coordination</p>		<p>How many volunteers do you need and for what task? Do any positions require special skills?</p> <p>Tips:</p> <ul style="list-style-type: none"> <li>- Send volunteers an email reminding them of details and anything they should bring or wear.</li> <li>- Greet volunteers &amp; provide an orientation when they arrive.</li> <li>- Supervise throughout: be available for questions and encouragement.</li> <li>- Get their feedback following and thank them!</li> <li>- Let them know the impact they had.</li> <li>- Remind them of how they can stay involved.</li> </ul>