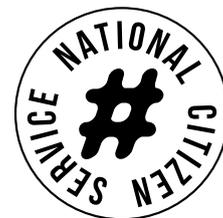


YOUR SOCIAL ACTION PLANNING GUIDE



Want to plan the best social action project of 2019? Here's some guidance to help you on your way.

GOALS

- Choose a cause everyone's passionate about
- Work out what each team member's role will be
- Share out the jobs so everyone feels involved
- Happy with the plan? Go out there and smash it!

CHOOSE YOUR CAUSE

Your team may have a cause in mind – but if you're looking for inspiration, here are some points to discuss:

- What charities do you support?
- What causes are important to you?
- Are there any local issues that bother you?
- Can you see solutions to problems in your area?
- What common themes are coming up?

In this pack, you'll find project inspiration on these topics:

- Mental Health
- The Environment
- Tackling Discrimination
- Combating Violence
- Poverty & Crisis

+ What's the big idea? Think creatively about how you can solve the problem and make an impact.

ROLES & RESPONSIBILITIES

Now's a good time to discuss everyone's strengths and work out what their roles will be.

- Who will lead the meeting and make sure all points are covered?
- Who wants to take notes?
- What will everyone do to help make the project a success?

+ Sum up the purpose of your project in one simple sentence. When you have a clear goal, it becomes more achievable.

WHAT DOES SUCCESS LOOK LIKE?

The way you measure success will depend on what your project is. Set yourselves a target that relates to your project's purpose.

- How many people would you like to reach?
- Do you want to hit a certain number of donations?
- Do you want to raise awareness nationwide? Worldwide?!

THE STEPS TO SUCCESS

Work out what the team needs to do in order to achieve your project goals. Here are a few things to consider:

- How often will you catch up?
- What deadlines will you need to hit?
- How will you raise awareness of the project?
- Who do you need to contact to make your plans a reality?
- What equipment will you need?
- Will you need a venue?
- If you're running an event, will you need invites? RSVPs?

WHAT NEXT?

Take a few minutes to go over what's been discussed. Everyone should feel clear and confident about what they're doing before the next meeting.