

Planning for Community Change: A GUIDE

If you want to create positive change in your school, community, or state, there are several key steps to consider before you get started. This guide will help you organize how to go about addressing an environmental problem in your community, so that when you get home you can take action!

Overview of Project Plan: Fill in the blanks once your plan is ready!

Step	Description
Which PROBLEM will your project address/impact?	
What is the GOAL of your project?	
Which ACTION(s) will you take to accomplish your goal?	
What is the TIMELINE of your project?	*See Action Plan Timeline Page
How will you EVALUATE success?	
What is your main MESSAGE?	
How will you CELEBRATE?	
What is your FIRST STEP when you get home?	

Community Action Planning GUIDE: Steps to Consider

(1) What's the **Problem** you hope to address?

- Think about the environmental issues in your community, based upon the community surveys you collected and your own personal knowledge. List those problems here:

- From this list, identify **one or two** main problems that you and your partner would like to address:

(2) What can you **DO** about the problem?

- Think about some possible projects you could implement to address this problem. When thinking about this, consider the “demonstration project” ideas and use your own creativity to come up with more ideas. List them here:

- Narrow this list down and describe the project you would like to implement:

(3) What is the **GOAL** of your chosen project? What do you hope to accomplish? (Write a simple sentence that describes your goal)

(4) **Take Inventory:** what resources do you need to accomplish your project? Think about other organizations/people that can help, materials you will need, or services.

People/Organizations that can help us:

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Materials we need:

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Technical Expertise or Services we need:

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(5) Create Your Action Plan & Timeline:

“A Plan is Not a Plan unless it’s written down”~ Sierra Club

Break down your project into the different actions you will take to accomplish your goal. For example, “Hold a Letter Writing Party” or “Send Public Service Announcement to advertise Pump Em Up Day.” List them here:

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Timeline:

Once you have identified the actions for reaching your goal, you need to create a realistic timeline for your project. A timeline tells the Who, What, and When. Set a start date and end date for the project, and then work backwards so you know when to plan each action leading up to your goal. A written timeline provides everyone in your group with a clear understanding of what is going to happen and what is expected of each person. You can change a plan once it's written!

Community Action Timeline

Action Step	Who	Start Date	End Date

Some additional **things to consider**:

(6) Evaluation: How will you evaluate success of your project?

Write two questions you can ask yourself to measure your success:

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(7) Promoting Your Project & Sharing your Message: If nobody knows about your accomplishment(s), your impact is not as great. List the ways you will promote or publicize your project here:

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What is your Message if a reporter interviews you or someone asks you about your project? Describe **WHY** you are doing it:

(8) Celebration: How will you recognize the people who helped with the project and celebrate success? List here:

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