**Amaze Journey Take Action Project Planning sheet**

Use this for brainstorming and reference, but all info should be added to the drive. Check all that apply and add more detail about your plans by your choices. You are not limited to the ideas listed here. In the online version you can delete things that don’t apply.

NAMES (first and last) & TROOP numbers of girls working on this project:

Our issue is…

Why did you choose this Issue? Why do you think it is important?

PROJECT DESCRIPTION/SUMMARY: What kind of project are you going to do?

* Hosting workshop or series of classes
* Creating an online event
* Advocating at your city or school
* Other idea:
* Starting a social media campaign
* Writing & sharing an informational guide

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TARGET AUDIENCE We are planning to educate or involve the specific groups of people.

 KIDS

* other scout troops. What levels? How many troops?
* this group or groups at our school :
* this youth group, clubs or sports team :
* at this event or place :
* or

 ADULTS

* scout leaders
* teachers
* youth group leader
* school administrators
* sports team coach
* city council

RESEARCH We will to become experts on our issue.

|  |  |
| --- | --- |
| Before we start , we need to learn:  | Where or how we could learn this. |
| 1. |  |
| 2. |  |
| 3. |  |

Is our project necessary? We will confirm our project is important by:

* Talking to and learning more from experts such as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Surveying our target audience and asking them this: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 The type of survey we are planning is

* in person interviews
* online

PLAN IT OUT – What steps will your project include? (Fill out all that apply!)

WHERE

* Find a location to hold our workshop, class or event. Some possible places are\_ \_\_\_\_\_\_\_
* We will need to ask the following people for permission to use a location or visit a meeting
* . We will contact them by *phone/email/in-person* (circle one).
* Create a website or blog. The topics we will highlight are:
* Plan and prep activities such as games, crafts, experiments. The activities we will have are:
* Invite guest speakers such as\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Write speeches or power points about\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Write emails to the following people: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 The purpose of our emails is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Create a video or PowerPoint on the topic of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* We will show our video in person to the following groups: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Post or share our video to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PROMOTION How will we get people to our event or tell people what we are doing?

Of if we have a video/slideshow or website we will get people to see it by

* Creating digital flyers and sending them to the following groups or people:
* Telling, in person, the following groups of people
* Announcements at school
* Using social media such as:
* Contact the media including:

MEASURABLE GOALS

The **estimated number** of people we would like to impact is:\_\_\_\_\_\_\_\_\_\_\_

The number of events or meetings we could have is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We would like our audience to learn:

Some ways our project could change people’s habits or lives are:

We will measure our success in the following ways:

* Pre and post project surveys
* Online surveys or comments
* Counting number of attendees at event.
* Counting the number of events held.
* Checking back to see if habits changed over time.

The part of the project that will be the most fun is: