**How to fill out your Take Action Project plan.**

WHAT DO THE QUESTIONS MEAN ?

This is a guide on how to answer each question. For sample answers showing how to word your responses, look at the detailed leader guide. If you are still confused, ask Katie for help.

**Issue** Choose an issue from the topics covered on this journey that you would like to try to solve. If you have an idea that is not covered in this journey, save it for your Silver or Gold Award.

**Project Description** This should be a 3 to 4 sentence paragraph that summarizes what you are planning to do. The elevator speech prompts can be helpful with this. We plan to address our issue of ….. by doing this ……..the result we hope to have is …..

**Target Audience:** The specific people you will actually meet and talk to.

 For example, my church youth group, all the 5th graders at my school, my soccer team.

Your target audience must be out in the community beyond your friends, family or troop. (They are great people to practice on!)

**Adults or experts or people helping you**

Troop leaders & parents will help. Who else can you involve ? Maybe interview some experts on your topic & invite them as guest speakers. Say you are planning an event who do you need to talk to ? Maybe other troop leaders, teachers, principals ?

**Steps to create our project including ­­research needed**

Research - Go beyond Google to become “experts” on your topic. Talk to professionals who work with your issue. Maybe you need to interview people in your target audience ? Survey them to see if they are experiencing your issue.

Planning an event or presentation ? – What do you have to do to set it up? What will you do at your event ? Skits, videos, speeches, surveys, interactive, educational activities , etc. What are the steps you need to do to create these things?

Setting it up – Do you need to arrange a location ? Set up meetings ?

**Steps to promote our project**

How will people hear about your project ? How can you spread the word ? Flyers, speeches, emails, articles in school papers, or school announcements, invitations, posters, social media ? Where are some places you can go to spread the word ? Booths at community events ? Classroom visits ? Promote to school clubs ?

**Girl responsibilities**

How will you divide up the tasks from your project steps ?

**Measurable goals** These are the goals for your project. A measurable goal includes numbers or a date. Meeting these goals will tell you when you are finished.

Examples – Hold 3 events, talk to 100 kids at my school, get 3 teachers to show our video to their classes. Hand out 100 informational brochures. Finish our flyers by Oct.1.Survey to measure how many of the participants learned something new. See a decrease in the number of people experiencing your issue or an increase in the number of people participating.