

The logo features the word 'DO' in a large, green, sans-serif font. A blue exclamation mark is positioned to the left of the 'D'. Below 'DO', the word 'something' is written in a blue, cursive script. The 's' in 'something' is enclosed within a blue circle.

DO
something

Action Guide

Action Guide

We know that there are causes specific to your community that you and your club members may want to work on. Any long term project is bound to have a lot of steps, and there's always a chance that obstacles may arise.

Once your club decides on their idea for social action, follow this action guide to make the whole process go as smoothly as possible!

Break it down

Breaking projects down into steps makes everything do-able!

Brainstorm

Come up with an extensive list of all the things you need. For example, if you're hosting a conference you'll need: a venue, speakers, supplies (like technical equipment), food, materials for publicity, and an agenda/schedule to hand out at the event itself.

Make a list, check it twice

Turn every item on your list into steps, Then check them off as you complete them to make sure you're staying on track. An example of some steps for hosting a conference would be: find a venue. Contact speakers and confirm that they'll speak at your event. Arrange schedule of speakers. Find out what supplies they'll need for their presentation. Get those supplies. Order/buy food. Make flyers and posters for publicity. Make conference agenda/schedule.

Set deadlines

And be sure to set them earlier than necessary, that way if anything goes wrong you have time to fix it. Bonus: print out a list of deadlines

and give them to everyone involved with the project so they stay on schedule.

Order in the court

Create an order for tasks. Some things will have to be done after other tasks are completed. For example, you can't arrange the schedule of speakers before you confirm which speakers are coming. Having those tasks in the correct chronological order will help keep you on track.

Delegate, delegate, delegate

If everyone is trying to do everything (or worse, if nobody does anything!), completing your project will become a lot more stressful and confusing. Make sure everyone knows what they're supposed to do.

Consider committees

If your club has a lot of people, a smaller sub-group of your club can be in charge of particular tasks for the project. A publicity committee could be in charge of advertising your project. A food committee could be in charge of making or buying all of the food. An operations committee can take care of setting up the event and cleaning up afterwards. This way everyone shares responsibility for making sure the event runs smoothly.

Think about members individually

Focus on member's skills when assigning tasks. For example, if you know one of your members is artistic, say, "Hey, I know you're artistic— would you mind designing the flyers and posters for our event?" If people feel useful, they'll be happier to complete tasks.

Delegate day-of-event tasks

You may need some people to set up and clean up, others to sell food and merchandise, and others to interact with attendees and speakers. You can also rally volunteers to help with the day of the event, but you should

assign everyone a specific task to make sure everything gets done.

Make a budget (£££)

Projects can be very expensive. Luckily, your club can obtain up to £250 to cover project costs. You still need to make sure however that you've got your budget on track, otherwise you'll be writing out cheques your club can't cash!

Count costs

Figure out how much every aspect of your plan will cost the club. Be as specific as possible. How much will you spend on food? Supplies? Advertising? A venue?

Plan out how you'll get extra money (if you need it)...

Figure out if you want to raise money, and how much. Will you be selling food? Will club members charge a small fee for events? Are you asking for financial sponsorship from local businesses?

...Then actually get money

Fundraise. See the Club Handbook for a massive list of fundraising ideas so your club can get cash to complete a project!

Publicity is key

If no one knows that you're hosting an event/starting a project, how will they know to attend/help? Get the word out to involve as many people as possible.

Personally invite people

You can facebook them, tweet them, email them, text them, call them, or ask them in person. Make sure you tell every person you invite how much it will mean to you and your club if they could attend or help.

Get media coverage

Ask your school paper, your local newspaper or your church bulletin to advertise the event, then to cover it and write about it afterwards. You can also reach out to the local radio and TV stations (*Pssst: Once you get these media contacts be sure to keep their information! You never know when you want to advertise another of your club's events or projects*).

Be artsy about it

Make flyers and posters. Then hang them everywhere possible. Find bulletin boards in the hallways at school/youth clubs or in coffee shops and stores around your community.

Record and reflect

If you record your efforts and reflect what went well and what totally failed, you'll be much more prepared the next time your club takes on a project (and you'll fail a lot less too).

Keep track of everything

Save all your papers, flyers, and letters so that you can write a summary at the end of the event. Save contact information from people who got involved, receipts from anything you had to purchase, a list of the hours you spent on each task, etc.

Measure your impact

Compare your end result to the initial state of things. Did you fix up a playground? Plant a community garden? Educate people through a conference? If at the end of your project, your community has been improved, the project has been a success!

Reflect on the project

What went well, and why? What could have gone better, and how could you have improved it? Did you achieve your goals? Was everybody

involved? What are your next steps? Once you answer all of these questions, put the answers in a folder (along with your records) and save it for the next time your club embarks on a project. That way you can learn from your experiences and continue to improve.

Path to change worksheet

See it: What is the problem?

Address something you think needs to change in your community (i.e. your school, your town, your global community etc.), and come up with a way to make it better. Remember, be realistic about your goals. For example, instead of aiming to end world poverty, you could set up a campaign in your local neighbourhood to help impoverished individuals living in sheltered accommodation. This is YOUR project, so make it your own.

“My vision for a better world/community is...”

“My idea for making this happen is...”

Believe it: Why is it so important?

Sum up your project idea in a paragraph to get others excited.

Your message:

Key people and organisations that I want/ need to believe in my project:

Build it:What is the plan?

Step one: Set up goals

Your long term goal may be to develop sports in your area, to stop bullying in your school, or to join the fight against cancer, but if you think about your project in terms of measureable short term goals, you'll have an easier time making change.

Goal 1:

Goal 2:

Goal 3:

Goal 4:

Goal 5:

Step two:Action steps

The next step is to break the goals you came up with into action steps.

Goal 1:

Action steps:

- 1.
- 2.
- 3.
- 4.

5.

Goal 2:

Action steps:

1.

2.

3.

4.

5.

Goal 3:

Action steps:

1.

2.

3.

4.

5.

Goal 4:

Action steps:

1

2.

3.

4.

5.

Goal 5:

Action steps:

1.

2.

3.

4.

5.

Step 3: Map it out

Resources you will need and where you will obtain them.

People (i.e. Staff and volunteers):

Role and Responsibility:

Potential Resources:

1.

2.

3.

Role and Responsibility:

Potential Resources:

1.

2.

3.

Role and Responsibility:

Potential Resources:

1.

2.

3.

Role and Responsibility:

Potential Resources:

1.

2.

3.

Things and services (i.e. Supplies, food, transportation):

Need:

Potential resources:

1.

2.

3.

Need:

Potential Resources:

- 1.
- 2.
- 3.

Need:

Potential Resources:

- 1.
- 2.
- 3.

Need:

Potential resources:

- 1.
- 2.
- 3.

Need:

Potential Resources:

- 1.
- 2.
- 3.

Step 4: Anticipate it

Make sure you are prepared for any obstacles or challenges that your

club may stumble upon!

Potential challenges/obstacles:

- 1.
- 2.
- 3.

Potential solutions:

- 1.
- 2..
- 3.

Do it: Put your plan into action

Go out there and Do Something! Keep your plan in mind but stay flexible. Unplanned things are bound to happen.

Reflect: What happened? And what's next?

Do you reach the goals you set up in the 'build-it' section?

What were three things that went well?

- 1.
- 2.
- 3.

What were three things you would change?

- 1.
- 2.
- 3..