

Example Timeline: 10-Week Campaign

Roots & Shoots campaigns can be completed on any timeline! Use this example timeline as a guide to help you visualize your own.

STEP 1: ENGAGE		
Timeframe	Action	Outcome
Week 1	Dr. Jane Goodall Lesson	<ul style="list-style-type: none"> ➔ Group members learn about Dr. Jane and Roots & Shoots. ➔ Members see how young people change the world.

www.rootsandshoots.org/engage

STEP 2: COMMUNITY MAPPING		
Timeframe	Action	Outcome
Week 2	Group Members Observe & Map their Community	<ul style="list-style-type: none"> ➔ Members see aspects of their community that they did not see before. ➔ Members identify characteristics and resources for people, animals, and environment and narrow down their ideas into one campaign.

www.rootsandshoots.org/mapping

STEP 3: TAKE ACTION		
Timeframe	Action	Outcome
Week 3	Report Campaign on rootsandshoots.org	<ul style="list-style-type: none"> ➔ Start a project profile on rootsandshoots.org. ➔ Members reflect on their campaign.
Weeks 4-5	Students Identify Community Collaborators	<ul style="list-style-type: none"> ➔ Group members use their map to identify collaborators and contact community members. ➔ Guest speakers can be invited to help members learn.
Weeks 6 - 8	Implement Campaign Plan	<ul style="list-style-type: none"> ➔ Members get friends, families, schools, and local businesses involved in their project. ➔ This can be worked on once, or many times per week.
Week 9	Measure Impact	<ul style="list-style-type: none"> ➔ Members conduct a post-assessment activity to see how their community has changed and record their impact.

www.rootsandshoots.org/takeaction

STEP 4: CELEBRATE		
Timeframe	Action	Outcome
Week 10	Celebration of Service	<ul style="list-style-type: none"> ➔ Members host an awareness service. ➔ Members each receive a signed certificate. ➔ They conduct a post-assessment survey to measure impact. ➔ Together, they update their project profile on rootsandshoots.org with the final campaign outcome. ➔ Finally, members reflect on their project, and the impacts that they have made in their community.

www.rootsandshoots.org/celebrate