

Example Timeline: 25-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
Weeks 2-4	Group Members Observe & Map their Community	<ul style="list-style-type: none"> ➔ Members spend one week observing and one week mapping different aspects of their community. ➔ They identify characteristics and resources for people, animals, and environment.

www.rootsandshoots.org/mapping

STEP 3: TAKE ACTION

Timeframe	Action	Outcome
Weeks 5-7	Report Campaign on R&S Website	<ul style="list-style-type: none"> ➔ They narrow their ideas down into one campaign and start a project profile on rootsandshoots.org. ➔ Members spend the next two weeks developing their campaign and reflecting on campaign plan.
Weeks 7-10	Students Identify Community Collaborators	<ul style="list-style-type: none"> ➔ Group members use their map to identify and contact collaborators and community members to be involved throughout the campaign. ➔ Over the next few weeks, members can take field trips, explore campaign themes, and invite guest speakers to explore their campaign in depth.
Weeks 10-20	Implement Campaign Plan	<ul style="list-style-type: none"> ➔ Members get their community involved in the project. ➔ The campaign can be worked on as a series of smaller projects or build towards one big impactful project.
Weeks 21-23	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
Weeks 24-25	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