CHOOSING YOUR CAMPAIGN

The Community Mapping activity may leave your group with several ideas for potential service campaigns. What you must do now is decide what your official campaign will be. For many Roots & Shoots groups, this decision is made easy - their map truly points them in the right direction! If your map reveals several potential campaigns and you're not sure how to decide, refer to the "Choosing a Campaign Topic" worksheet in the supplemental materials section of this toolkit.

CAMPAIGN PLANNING GUIDE

Once you have decided on your campaign, it's time to begin planning! The task of planning a campaign can be extensive. Use this worksheet to help you keep track of important planning details. Reference this document throughout your campaign. Work with your younger group members to find the answers to these questions and record the results for them. Older group members can complete the guide in small groups and share their answers, combining them into one document for the group with everyone's ideas.

WHAT?

What are your campaign goals?
Think both in long-term and short-term. For example, a short-term goal might be to start a recycling program at school. A long-term goal might be to educate the student population about the importance of recycling and to reduce the amount of school waste by 40 percent next year.

Short-term:

Long-term:

What challenges might you encounter as you try to address this problem?
Based on your community map, what resources exist that can help you be successful? Is there a local organization already working on this issue? Do you know a parent, student, friend, or community member with helpful connections or skills?

**HOW?**
What information will you be collecting to measure your success?

What will you do to overcome the challenges or barriers listed above?

What supplies and materials will you need for your campaign projects? Make a list of everything you think you will need (supplies, transportation, etc.) Keep in mind that many businesses and organizations will donate or lend materials. Contact prospective donors!

**WHERE?**
Where will your campaign projects take place? Ideal location:

Alternative locations:

Use this location checklist to ensure the safety, appropriateness, and availability of the campaign site:

- We have permission to use the site from the property owner or local government.
- We have permission from our parents/guardians to use this project location.
- We have arranged transportation for group members to get to and from the site (if applicable).
- Other project participants will be able to get to and from the project site (if applicable).
WHEN?

What is your campaign timeline?

Campaign Start Date:

Campaign Completion Date:

Are there scheduled meeting or project dates in between?

Create a timeline for the campaign showing target completion dates for the various stages of the project.

Check one or more of the following:

☐ Everyone has a copy of the timeline that we created as a group.
☐ A master copy of the timeline is posted in a place where everyone has access.

TIP: Make a backwards timeline. Start by choosing the deadline for your campaign and work backwards by setting dates for all the things that will need to happen prior to that date.

WHO?

Who in your group will be responsible for the various campaign tasks? Below are some roles that your group members might fill. Use these and create your own to fit your specific needs. Consider the time commitment that each job will require and how much time each group member can commit. Members can volunteer or nominate tasks according to group members’ strengths. Perhaps someone would like to try a job that is completely new and different to them!

What roles can your group come up with?

Campaign Coordinator:

Fundraising Guru:

Materials Organizer:

Group Greeter:

Media Designer:

Data Wizard:

If your campaign requires ongoing action (e.g. watering recently planted trees), discuss with your group how this responsibility will be delegated.