**Step 1: Change the World?**

**Issue Choice**

Generate Short blurb summarize the issue as you see or experience it.

Create image to represents your issue:

Articulate Motivator Model: “I want to do, so that”

Describe What might look like to tackle your issue:

Scale: Huge, Individual, Local (*Don’t get specific.)*

**Basic Question for this issue**: What will it take to complete the action?

**Step 2: What you Need. Research Sources.**

“R” is for Relevant and Reliable.

Biased? It’s okay to use sources that have a position on your issue as long as: you can verify that the source has a good reputation and you’re aware that it’s biased.

String search words type into search bar.

**Web Address Cheat Sheet**

**.com** Commercial site, business often is marketing a product or service.

**.org** Nonprofit organization.

**.net** Be cautious and once on site, search for anything that tells about person or organization. Can end up on a **.net** version of a website because the **.com** or **.org** versions are taken so don’t rule out a **.net** site automatically.

**.gov** Government websites. *Some local government sites may have different endings.*

.**edu** College or university, sometimes public-school district.

**.biz** Not what you want. “Biz” is short for business. If it looks weird, probably best to skip it.

**Source Collector:**

**Source Nickname:** You’ll be making references to this source in the next step of your research. Save yourself some work by giving this source a nickname.

**Source Name:** What is the name of the website? This might be the name of a news outlet, government entity, or the organization that runs the website.

**Content Title** (if applicable): What is the title of the page that has the information you think will be useful? This might sound like the title of an article or it might be the name of the page (e.g., “About Us”).

**Web Address:** Write down enough of the web address to help you find the page again.

**Content Date** (if available): How old is this content? If it’s several years old, make a note below about why it’s still relevant.

**Why did this source look helpful?** Write a quick reminder for yourself so you’ll remember what you thought you could learn from this source. This will save you time later when it’s time to read the source carefully. It will also help you keep track of what kinds of information you’ve found.

**What makes this source seem reliable?** Do your due diligence: Who runs this website? Who is responsible for the information? What makes you believe it’s reliable?

**Step 3: Become an Expert. Note Taking.**

**Organization Ideas:** Annotate, Organize with Sub-Topics

**OUTLINES**: New information, just add it below the proper subheading.

**MIND MAPS:** Work well for visual people.

**LISTS:** Have less structure than outlines or maps. Bulleted list has more visual structure than a plain list and can give a bulleted list more structure by using subheadings

**COLOR-CODING:** Adds extra visual structure to any of these methods. Highlight just the subheadings, bullet, or number instead of all the text. On a mind map, draw a colored dot or vertical line next to the text you want to color code.

**Step 4: Consider the Context. Factors that Contribute to the Issue.**

**Context List:** Use the information gathered about the issue and list as many.

**Factors that Contribute to the Issue:**

Attitudes:

Money.

Laws and Regulations.

Policies.

Politics.

Root Causes.

Unique Factors.

**Context Analysis:** *Find sets of related factors, each set includes factors from two+ categories. Each set, explain how the factors could affect each other.*

**SET**

Factors:

How they could affect each other:

**Work Around Obstacles**. **Susceptibility to Change**. List the factors.

What seems like the biggest obstacle to success on your issue? Why?

Ways could move the needle despite this obstacle.

**Step 5: Identify Stakeholders. Who’s Got a Stake in This?**

**Potential Stakeholder.**

**Geography**. Does the issue affect people in a certain geographic location, such as a neighborhood, city, or county?

**Activities/Habits.** Does the issue affect people who engage in specific activities?

**Finances.** Does the issue affect anyone’s pocketbook because the issue is costing or saving them money?

**Demographics**. Does the issue particularly affect certain kinds of people: senior citizens, parents, people with a specific disability, gender or a minority status?

**Personal Concern**. Does the issue affect people simply because they care about it? Often, deep concern or emotion makes people passionate about an issue that doesn’t affect them otherwise.

**Occupation.** Does the issue affect people who are engaged in a certain kind of job?

**What’s Their Interest? Stakeholder List.** Follow up and identify actual stakeholders and groups. Keep track of them, not worrying about whether you’ll have their support. List them, noting what you think their interests in your issue might be.

**Stakeholder.**

Contact Info (if applicable):

What’s Their Interest? *(consider both positive and negative effects)*

**Step 6: Plan of Attack: Action Steps**.

**COMMUNICATION.**

How can you talk to people you want information or support from?

**AWARENESS.**

How can you spread the word about your issue?

**Social Media**. Create a page for your cause or post things to call people’s attention to the issue.

**Website.** Create a place to find all the information about what you’re trying to do.

**Flyers**. Find community bulletin boards or places where people can post information.

**Presentation**s. Find out which groups hold monthly meetings and ask to be a speaker and present your issue.

**Informational Meetings**. Organize a meeting of your own and publicize it to get as many attendees as possible.

**Op-Ed** **Letters.** Write a letter to newspaper editor persuading people to support your cause.

**PRESSURE.**

How can you harness the power of numbers to push for or against something?

**Petitions.** Circulate a petition and collect signatures of people who support your goal.

**Stakeholder Meetings**. Organize a meeting to bring together all types of people who have an interest in your issue.

**Letter/Email Campaigns.** Ask supporters to write to leaders who are in a position to change how your issue is handled.

**Demonstrations.** Organize a visible gathering in support of your issue at a park or a meeting of public officials.

**ACTION .**

How can you get people to help you act on your issue?

**Work Parties.** Organize a time and place for supporters to come help out by folding brochures, making posters, writing letters, posting to social media whatever needs to be done.

**Organized Events**. Plan a picnic, a speaker, a walk any event that gets people interacting with each other around your issue so they feel involved and included.

**Volunteer Opportunities.** Offer ways for volunteers to help, either in an organized setting or on their own time. Prepare a list so you’re ready when people ask what they can do.

**Action Plan**

**Original Basic Question**.

**Update** **Basic Question**.

**Answer Basic Question**. *I could...*

*Choose an answer that will become the focus for rest of this project. Re-write it as a formal objective.* Include an action verb and a measurable outcome.

**Objective:** Brainstorm action steps need to take to reach objective. Identify the main steps, and put those steps in a logical order.

**Action steps:**

**Objective:**

**Action Step:**

**What You’ll Need:**

**Possible Challenges:**

**Step 7: Fill the Holes. Phone and Email.**

**Phone Script:**

**Introduce yourself, explain why you’re calling**.

Hi, my name is \_\_\_.I go to \_\_\_\_and I’m doing a project about \_\_\_\_.

Is there someone there who could answer a few questions about \_\_\_?

Introduce yourself again when you’re connected to the person.

Hi, my name is \_\_\_. I go to \_\_\_\_, and I’m doing a project about \_\_\_\_.

I was hoping you could answer a few questions about \_\_\_\_\_.

Introduce yourself again when you’re connected to the person:

Hi, my name is \_\_\_. I go to \_\_\_\_, and I’m doing a project about \_\_\_\_. I was hoping you could answer a few questions about \_\_\_\_\_.

My number is \_\_\_\_\_\_\_\_\_, and the best time to reach me is \_\_\_\_.

Thanks, and I look forward to speaking with you.

**Ask questions if you run into trouble**:

Do you know who else I might be able to call about this?

Can you suggest someone or somewhere else I might try?

Is there someone there who might be able to suggest another place for me to try?

**Be prepared to answer questions about the project if the person asks.**

We’re learning how to act on civic issues. I chose \_\_\_\_\_\_\_\_ as my issue, and I’m working on what it would take to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the issue?

**Have your questions ready:** *Write down what the person tells you. Add the information to your outline or web notes.*

**Email Draft:**

**Subject**: Questions for a school project

Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, I am a student at \_\_\_\_\_\_\_\_\_. In my \_\_\_ class, we’re learning how to act on civic issues. I chose \_\_\_\_\_\_\_\_\_\_\_\_ as my issue, and I’m working on what it would take to \_\_\_\_\_\_\_\_\_\_\_\_\_.

I have a few questions about \_\_\_\_\_\_\_\_\_\_\_\_\_ that I’m hoping you could answer.Thank you in advance for any information you can help with. I look forward to hearing from you.

Regards, (*your name*)

**When you get a reply:** *If the person asks you any questions or asks you to clarify anything, respond right away with answers. If you don’t understand something the person said, reply and ask your own clarifying questions. Don’t forget to send a thank-you email.*

**If you don’t hear back within a few days**, **send a follow-up email:**

Dear \_\_\_\_\_\_\_\_\_\_\_, I’m following up on an email I sent you on (*date*) asking for help with a few questions related to my school project. I’d like to understand more about (*topic*). If you have time to respond before this part of the project is due on (*date*), I would really appreciate it. If you’re too busy right now, could you recommend someone else I could contact? Thank you, (*your name*)

*If you still don’t hear back, let it go. Look for someone else to contact*.

**Call & Email Log Format:**

**Calls:**

Date:

Name of Person:

Name of Organization

Phone number:

Left message on (date):

Spoke on (date):

Other people/places they referred me to:

**Emails:**

Date:

Name of Person:

Name of Organization:

Email address:

Sent email on (date):

Follow up on (date):

Received reply on (date):

Responded on (date):

**Step 8: Talk it Up**

**Opening Line**. (*Based on your objective*.)

**Elevator Speech**. A short description of what you’re doing, why you’re doing it, and why it matters. Deliver the essential information quickly and do it in a way that makes them care. Key think strategically about your issue.

**Get their attention.** *(Why you’re doing this? Why it matters?)*

*Where’s the shock factor?* How can you use it to create the “*why*” part of your elevator speech? Shock factor might come from quoting statistics, but it could come from sharing your background personal experience, or describe an injustice.

**Finishing Touch**. **A Call to Action**. (*What you’re asking people to do.)*

Speech should leave the person hanging: “Yikes. That sounds bad. So… how are you making this happen?” By finishing with a call to action, you answer that question without them having to ask.

**Talking Points**. (*About 9*) Facts prepared about issue, each talking point centers around a single fact and is designed to help convince someone to support your position. Not enough to just spew a fact and hope people get your argument on the issue, you need to make that connection for them. Aim at people’s doubts and objections right when they come up.

**Make It Natural**. Practice ideas out loud before write them.

**Support Your Supporters**.

**Step 9: Grab People’s Attention**

**Tag Line**. Effective Messaging sparks curiosity. Create a catchphrase or slogan designed to catch people’s interest. Promote your issue, make sure it is descriptive and makes people wonder.

**Get Your Drama On.** Develop movie trailer intro. Follow or adapt the “*in a world where*” format. Descriptive enough that people know what the issue is, and make them wonder. Give your issue some serious suspense.

**Tag Line Transformation**. Turn trailer intro into a tag line. Keep the suspense, but take out the hokey “*in a world where*.” Try different variations until come up with something that will stop them in their tracks.

**Final Tag Line.** Use a visual to convey ideas on a different level than words alone.

**Contact Info.** Where to get more information, big enough to read.

Extension**: Pay for Swag**. What is and isn’t effective about item? *(Buttons, Tees, Nail Art. Bumper Stickers.)* What kind of promo item do you want? Find three vendors and do an internet search for “*custom promotional products*” that meet following criteria: Do they carry the type of item you want? Does the website give you a cost estimate? Can you order the product a batch of 250 an item? Compare the items and cost estimates. Which item seems the most cost-effective? Which item will give the most effectiveness for the least amount of money? Why?

**Step 10: Make Your Pitch**

**Presentation Basics**. **Don’t Be a Snooze. Less is more.**

*Educate and persuade support for position, convincing audience to act.*

Keep it moving**.** Speak at natural pace .

Organize Information: What’s the best strategy presenting information so it’s persuasive? Keep audience’s attention. Save the most persuasive stuff for last. Build a case to leave audience with something so compelling they cannot get on board with your plan.

Stick to the point: Stay on message about why your solution is a great way to fix the undesirable situation addressing. Circle back to this solution every new point you make.

Offer Only Essential Details: Give only information audience needs to understand the point making using only one or two key details that support it. When done with that then move on to next point.

Use Visual Reference Points:Charts, graphs, pictures, maps, diagrams. Why are you using that visual? How will it help you get your message across? What do you want the audience to learn from it? Do not use visuals to just “*decorate*” your slides that just distracts the audience, and most of the time it doesn’t look good.

Simplify information: Visuals can show people what you are talking about and when it’s really hard to explain information.

Reinforce information: Offer it several ways. Most people are visual learners, so visual forms of information help them both remember and understand the topic.

Deepen information: Visuals show the situation that is hard to describe in words, and challenge people’s perceptions.

Use of slides. Support information and not just to deliver it.

Do not try to pack your whole speech onto slides. Instead, treat each slide as a vehicle for a visual reference point. Let your visual convey the message and back it up with a few bullet points. Less is more, it is okay to have more slides that include just a little information on each.

**Audience:**

Target. Convince group issue matters. Find connection between their interests and your issue.

Handout or Not to Handout? Have flyers that audience can take with them after the presentation to remind them about the issue and what they can do.

Engagement.Ask them to think actively about the information you are presenting. Do that by asking them to imagine, compare, remember, picture, guess anything that has them taking a specific action in their minds.

*Picture Compare this picture with... Imagine this picture without... What do you notice about \_\_\_ in this picture?*

*Percent What percentage of people would you guess believes \_\_\_?*

*Graphs Notice trend on this graph. Compare first bar on the graph with last bar. Imagine what this graph will look like ten years from now*.

Information: Educate them about the issue, showing why it is important, and explaining how your solution will help.

Call to Action**:** Ask them to take a specific action to support your issue.

Wrap-Up: Answer questions and end meeting.

**Presentation Planner:** (8-10-minutes)

Stakeholder group:

Their interest in the issue:

Choose Main Key Points Carefully**.**

Start by answering this question*.*

*If could only make three points, which three would you make?*

Look at the three chosen. Which one most closely relates to your stakeholder group’s interests? Or, which one would be the easiest to connect to your stakeholder group’s interests? Put a star by that point. Can any other points be connected to stakeholder group’s interests? Put stars by those, too. Think about possible ways to arrange three points. Does any point have to come before or after one of the other points? Which point do you think is the most persuasive or compelling? Save that one for last. Number points in order will be most effective.

**Key Point:**

Describe the visual you will use:

Explain the purpose of the visual:

List details that best support this key point:

**Target Your Audience.**

Review the key points identified as connected to stakeholder audience’s interests. Look at the details listed for those key points. Where is the common ground? Explain how you will connect your key points to your target audience.

*I’ll connect Key Point to my audience like this*:

**Prepare Presentation:**

Make speech notes. Go through slides from beginning to end and decide what you want to say from slide to slide.

Practice. Make sure notes help by practicing out loud as you click through your slides. Time yourself to see if you’re under 5 minutes. If not, adjust what you’re planning to say until you’re within the time limit (8-10 minutes).

***Slide Guide:*** *Reference while creating power point presentation*.

**Images:** Presentation has compelling, relevant images and minimal text throughout to help engage the audience.

**Creativity:** Presentation is colorful creative and engaging.

**Persuasion:** Conveys the importance of the topic to the audience.

**Presentation: What committee is looking for:**

**Introduction:** Professional introduction of themselves. Introduce the topic. Explain why topic is significant or important to them.

**Questions:** Answer all questions thoroughly. Include important statistics and images to help get their point across.

**Action Plan:** Develop well-structured, achievable action plan to educate and inspire for their cause.

**Presentation Skills:** Use gestures, eye contact, tone of voice, and enthusiasm that is persuasive to keep the attention of committee.

**Slide Show:** Creative, colorful and engaging. Use convincing images to convince the committee about the importance of their topic.

**Effort and Participation**: Used time productively and extended effort.

**Title Slide**: **Introduction:**

**Introduce Yourself.** Tell audience who you are.

*You don’t want to launch into your presentation out of the blue, but you also don’t want to get bogged down laying a lot of groundwork before starting. Adapt to create quick introduction and transition into presentation.*

**What is the issue.** Topic of presentation. Explain why you choose this topic. Why you’re there. What you want from them.

“My name is… and [*first line of elevator speech*]. I’m here today because [state the problem, the *bad thing that is happening*]. We could change that if [*generalize objective*], and I’d like to show you how [*your specific overall objective*] could help [*make good thing happen*].”

**Question 1:** Detailed description explaining the **cause** of the problem. Add important background, vocabulary, and statistics.

**Problem Slide:** Talks about **problem** in more detail than did in quick introduction. Include problem and visual that illustrates problem.

**Solution Slide**: Talk about your **objective** in more detail than you did in your quick intro. Include solution visual illustrates objective.

**Question 2:** Detailed description explaining the **history** of the problem. Add important background, vocabulary, and statistics.

**Question 3:** Detailed description explaining the problem’s **impact** on the school, community, country and world. Add important background, vocabulary, and statistics.

**Key Point Slide**. Talk about **Key Point #1**. Include the visual you chose to go with it note can put the visual on its own slide.

**Detail Slide**: **Support** first key point with one of **details** and talk about the detail. Include the visual note can put the visual on its own slide.

**Another Detail Slide:** Support first key point with **another detail** and talk about the detail. Include the visual, note can put the visual on its own slide.

**Slides 7-12: Repeat Slide Sequence**. Do Key Point and Detail slides for **second and third key points.** Include the visual, note can put the visual on its own slide. Keep on talking.

**Question 4:** Detailed description of possible **solutions** to the problem. Add important background, vocabulary, and statistics.

**Action Plan:** **Explain** thoroughly with images of **service plan of action**.

**Call to Action Slide:** Two options explaining how each option will help.

*Option asking for more effort or commitment:*

*Option asking for minimal effort or commitment:*

**Call to Action**. Key points, details, and visuals are all part of presentation’s information section. After presented that part, time to call audience to action. Be careful: Call to action will backfire if you overwhelm them with long list of stuff you want them to do. Avoid this, offer just two suggestions for action. One for people who are really fired up about getting involved and one for people who want to be supportive without going all in.

**Closing Slide: Wrap Things Up:**

Include where people can go for more information. Final pitch to get audience to care about cause. Leave them with something impactful. End presentation.

Thank audience for listening. *“ Thank you for your time. Please consider helping the…”*

Ask if anyone has questions.

When done answering questions say, *“I hope you’ll all consider supporting [your solution].”*