

# Creating an Action Plan

Which Challenge are you planning for? Circle one:

**Land/Water**

**Air/Climate**



This Challenge has three parts—planning, implementation, and gathering results. The Action Plan that your team must submit follows this format as well. Be sure to completely answer all of the questions below as part of your Action Plan.

**Part One:** To be completed before your plan is put into action.

## Issue

- Write about your team's topic.
- Explain why your team selected this topic.
- Explain what issue you will address in your Action Plan.

**Tip:** Provide statistics to illustrate how important the issue is to your town or city.

## Plan

- What are the step-by-step actions your team will take to address the environmental issue?
- List the specific responsibilities of each team member toward achieving your goal.
- How will your team measure success?
- How will you quantify impact? (e.g. *tallying how many gallons of water were saved, tracking how many cans were recycled, etc.*)

**Tip:** Know ahead of time exactly how you will measure success. Keep your goal in mind as you implement your plan.

**Part Two:** To be completed during the challenge.

## Implementation

- Describe how your team put its plan into action. What did your team do?
- Did you organize a school event or a community-wide event to raise awareness of the issue? Tell us about it.
- Did you work with any local environmental groups, governmental agencies, schools, etc.? Tell us about it.
- What did you do to get the word out about your project? (e.g. *create a Web site, Teacher Tube video, press release, write a blog, etc.*)

\* Please provide a list of any Internet links to your Web site, online videos, blog, etc.

**Tip:** Include copies of any press coverage that you received as part of your campaign.

**Part Three:** To be completed after your plan has been implemented.

## Results

- In what ways was your plan successful?
- What challenges did you face? How did you overcome them?
- How did you raise awareness in your school community as well as the greater community?
- What were the quantifiable results?
- What did you learn from this experience?

**Tip:** Include statistics and other quantifiable results in graphs and and/or charts to prove your campaign's success.

**Team Meetings** are important in order to answer every question with as much detail as possible. Provide quantifiable results to support your observations and theories. Remember to submit your Action Plan as a PowerPoint file.