

# To Make a Difference, You Need a Plan...

**Now you know about climate change – what it is and why it is happening.  
You also have had a crash course in the skills that you need to take action.**

Your next activity will be to take what you have learned and plan a project for your school or community that will reduce greenhouse gas reductions that cause climate change. To help you organize your thoughts, use the framework below. Skill Wheel leaders will be here to help, too.

## 1. Choose a project, event or service

Select a project for your school or community. First, where are the most GHGs coming from? Transportation? Consumer habits, like shopping or eating? If possible, choose one specific behaviour to target. Remember, giving information is not enough! Be creative! *Take about 10 minutes to choose a project, event or service.*

## 2. Details, I need details!

Okay, you have chosen a project. What are the goals? Who is your target audience? What is the timeline? When will elements of your plan occur? *Having trouble with figuring out how much time to put towards activities? Ask a Skill Wheel leader.*

## 3. Whaddaya need?

Do you need staff? How many staff? Who will be lead what parts of the project (fundraising? event planning? etc.)? Do you need money? Where do you get the money? Are you making money? What are you doing with the money? Equipment? *Getting what you need may take time – you might want to include fundraising and material acquisition into your timeline.*

## 5. Spreading the word

How are we going to get your target audience aware of the project? Marketing and communications, baby! Your marketing plan should broadcast the benefits of your program, as well as overcome barriers that might keep people from getting involved. *Marketing may take money – when planning your fundraising strategy, remember to include your marketing budget. Marketing should be in your timeline as well.*

If you are splitting the tasks up, remember to communicate with other members of your team and leave time to review and make sure everything fits together. Also, choose a leader to report back at the end of the day!

Ask lots of questions – we're here to help.