



Planning a Service Initiative

Step 1: Identify a Community Need

- Assess a community you reside in.
- Find an issue that affects the people you represent.

Step 2: Setting a Goal: See It, Believe It, Build It

- See It:
 - Set a mission identifying the long term need your initiative wishes to address.
- Believe It:
 - Provide a vision showing what success looks like. (ex. Bat Zoo is working toward the day when animals are free from bondage.)
- Build It:
 - Establish the project that will be used to help achieve the goal.

Step 3: Establish Financial Need

- Identify materials needed for project.
- Calculate cost of materials.

Step 4: Develop a Coalition

- Identify potential supporters.
 - Organizations that support the need you hope to focus your efforts on.
 - Organizations that possess the materials needed for your project.
- Develop a plan outlining organizations/funders to pursue and the ASK (what you seek from the organizations).

Step 5: Delegating Responsibility

- Identifying roles needed to execute plan.
- Assign roles to persons within organization.

Step 6: Say What?! Generating a Buzz

- Create press releases.
- Online groups, events (i.e. Facebook, Twitter, Myspace).

Step 7: Gain Community Support

- Publicize. Advertise. Mobilize.
- Solicit community support to make the project happen.

Step 8: Evaluate

- What was accomplished?
- What worked?
- What could be improved upon?