

Our tips for success

There are many ways to plan what you want to do. You can make some 'mental notes' in your head to store for later. You can use a table with 'Why', 'What', 'When', 'How' and 'Who'. You can draw a comic strip with the sequence of steps you think you need to take to complete your project. You could even draw a mind map of the different elements of your project. Whatever you decide, the key to a successful project is in the planning...



Set a realistic goal

Don't worry about what you can't control. Just focus on that you can control. Set yourself a realistic goal for the time frame you're choosing (if you achieve more, that's awesome). A bar set too high only leads to a feeling of disappointment and failure. Setting realistic goals for your team and your participants is crucial to the success of a project. If your goal isn't easy or realistic, people may have trouble participating because they think it's too difficult.

Share your ideas

Before you get started, tell other people your idea and bounce your idea around. Tell your centre or school community to get their feedback and build ownership of your idea. Tell your friends, family, neighbours, even your butcher! Different people will bring different perspectives and your idea will become richer and more detailed. Telling people will also help you solidify your plan and practice communicating it with others.

Build excitement

Create a 'buzz' to get others involved. You need to catch their attention. This might mean you have to do some creative thinking. If people at your school are used to an assembly presentation or newsletter article, take a risk and try doing something different - a guerrilla sticker campaign, a flash mob or a whisper campaign.

Find the right people

Find other people besides your team who can help increase participation in your project or who carry your message. Think about who:

- Can speak passionately about what you're doing; and/or
- Is part of a social group eg. sports captains, parents association members; and/or
- Is respected eg. popular children, students, parents, staff members.

Check in

At some point during the project, it's good to do a more formal check-in. This might include talking to your team, participants or doing a visual audit to look at what's happening.

Measure your success

People need to feel that what they're doing is making a difference. Make sure you find out not only what impact your project makes for the environment but also think about money, education and enjoyment at your centre or school. Don't forget to celebrate all your big and small achievements!

For more information on how you can help our environment, or to make some suggestions of your own, please go to www.coolaustralia.org

Project action plan

| Steps | Action/Person responsible |
|--|---------------------------|
| <p>1. Brainstorm Ideas</p> <p>No idea is too big or too small at this stage. Have one group member record all the ideas generated, then begin discussing them.</p> | |
| <p>2. Project Aims</p> <p>What do you hope to achieve through this project?</p> | |
| <p>3. Background Research</p> <p>Use the Internet to search for case studies similar to your proposed project.</p> | |
| <p>4. Project Description</p> <p>What are you going to do? Write a descriptive outline of your plan, using point form notes. Write your points in a logical sequence. This may require drafting. You may follow the sub-steps listed here, or work out your own approach to describing the project.</p> <p>(i) Identify your main target audience. (ii) Draft one clear message that you intend to communicate. (iii) Determine a method for communicating your message. (iv) Create a timeline and To Do list to put your method into action. (v) Describe the response you aim to receive from the target audience.</p> | |
| <p>5. What resources are required?</p> <p>List all required materials, funds and other forms of support you will need if you are to implement your project.</p> | |
| <p>6. What approval do you need to get?</p> <p>Consider whose permission you will need - the Principal, School Council, Teacher, Parents. Decide on a course of action to follow in order to get these permissions.</p> | |
| <p>7. Communication</p> <p>How will you promote your event and get people involved? Write a list of ideas and select three to implement.</p> | |
| <p>8. Evaluation</p> <p>How are you going to know if your plan has succeeded? Devise a way that you can evaluate your project. Consider collecting feedback from people outside your group.</p> | |
| <p>9. Celebration</p> <p>How are you going to celebrate the success of your project?</p> | |

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