



Handout 4B

# Project Goal Statement



**We want** .....

(person , group or organization)

**to** .....

(take a specific action)

**which will result in** ..... •

(the impact you want)

## Handout 4C

# Examples of Strategies for Change



Below are some of examples of strategies other Earth Force students have used.

A couple things to keep in mind about these examples:

- ↻ There is no one strategy that is guaranteed to create lasting change. But the more strategies you use, the better your chances!
- ↻ A lot of these examples could go in more than one category.

The possibilities are endless!

### MEDIA CAMPAIGN

- Creating a documentary
- Holding a press conference
- Inviting media to events
- Publishing a press release
- Making persuasive posters/stickers/buttons
- Creating a Public Service Announcement
- Writing a letter to the editor

### ORGANIZING

- Creating a blog
- Creating online social networks (like facebook)
- Hosting a community forum
- Building a coalition
- Starting a listserv
- Planning a youth summit
- Writing petitions

### PUBLIC AWARENESS & ADVOCACY

- Planning a rally
- Writing a letter to Congress/Mayor/City Council
- Speaking at public hearings
- Meeting with policymakers
- Putting on a performance (improv, dance, rap, street theater, slam poetry etc.)
- Creating a podcast
- Developing a radio call-in show
- Posting a billboard advertisement
- Holding an assembly at school
- Starting a newsletter
- Leading a workshop at a conference
- Designing a Web site
- Handing out leaflets or brochures

### ORGANIZATIONAL LEADERSHIP

- Starting a nonprofit organization
- Serving on school/city/state planning committees
- Serving on a nonprofit board
- Serving on youth advisory/action councils
- Raising money
- Giving grants to other young people
- Starting an online fundraising campaign (like [kickstarter.com](http://kickstarter.com) or [indigogo.com](http://indigogo.com))

### ECO-MANAGEMENT

- Implementing and maintaining a buffer zone at the river
- Putting in a rain garden to reduce runoff
- Improving wildlife habitat

**NOTE:** When you choose an eco-management strategy, it's especially important to combine it with other strategies; by themselves, eco-management strategies are sometimes the hardest to make last for a long time.