Defining a Course of Action

1 | review what you know

DESCRIPT THE ENVIRONMENTAL ISSUE.

STATE THE PRESENT POLICY OR PRACTICE.

2 | set the goal

LIST AND ANALYZE ALL THE OPTIONS FOR NEW POLICIES OR PRACTICES.

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SELECT THE OPTION YOU WANT TO PURSUE AS YOUR GOAL.

WRITE YOUR PROJECT GOAL STATEMENT.

3 | decide what to do next

LIST AND ANALYZE THE POSSIBLE STRATEGIES TO REACH THE GOAL.

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•

SELECT THE BEST STRATEGY(IES).
Handout 4B

Project Goal Statement

We want .................................................................
(person, group or organization)

to .................................................................
(take a specific action)

which will result in ..............................................
(the impact you want)
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

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 or 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.