

# CREATING PROJECT GOALS

Goals are important. They guide the planning of a service activity by giving all members a common accomplishment to aim for.

**In this activity: Your club will do its best to create goals for your current service project. Goals should usually include numbers and amounts — these are things you can measure to see if your project is working.**

**Before this activity:** The club officers and advisors discuss and do research about any similar K-Kids service projects from past years and what they accomplished. For instance, how much money was raised at a bake sale, how many cans and boxes donated during a food drive, or how large an area cleaned at a local park. This information will help your club create goals for the current service project.

## How to lead this activity:

1. Create two columns on the whiteboard, labeling the first “data” and the second “goal.”
2. Have members look at the plan your club created together for the current service project. Review details about the activity or event (such as how long it will last, how it will take place, etc.).
3. Tell members that they’ll create at least one goal for the current service project today. Explain that every goal should be something they can measure with data. “Data” means information that is facts and numbers. Tell members that facts and numbers are the best way to know if the project has achieved the club’s goals.
4. Brainstorm together the kind of data you can gather about the project. Then brainstorm a goal that is connected to it. As the club creates one or more goals, think about the kind of information members can collect related to goals it creates. Examples include:
  - **Goal:** To raise \$250 at a two-day bake sale.  
**Data to collect:** The amount of money raised at the bake sale.
  - **Goal:** To gather 250 food items.  
**Data to collect:** The number of cans and boxes collected during a food drive.
  - **Goal:** To clean the playground and walking paths at the local park.  
**Data to collect:** Size and list of areas cleaned in the park.
  - **Goal:** To give an assembly about adoption at the local pet shelter that all classes attend.  
**Data to collect:** Date, time and number of people that attended a school assembly about pet adoption.
5. Your advisor can help you determine how to set a goal for something that can be measured if the club is struggling. For example, the service activity might be an advocacy project — where you educate people about a cause or organization.
6. When the club agrees on one or more goals, ask all members to write the goal (or goals) at the top of their plan document.

## Supplies needed:

- Each member’s completed Hands-on Service Plan **or** Donation Drive Plan **or** Project Fundraising Plan for the project.
- Whiteboard and dry erase markers.

# MARKETING THE NEED

Your club knows what service project you will do and has decided important details about it. Now it's time to get the word out! That's called "marketing." There are different reasons for doing marketing:

- Do you need people to donate money or items?
- Do you need volunteers to help?
- Do you want people to attend an event?
- Do you want people to learn about a cause or issue?

Let teachers, families, community members or other students know about your service project — and what you need!

**In this activity: Your marketing committee, officers or club will create a marketing plan and tools for the current service project.**

## How to lead this activity:

1. Hand out the Marketing Plan worksheet to each member in the meeting.
2. Read out the project name, organization name and goals (listed on the completed project plan) and ask members to write these at the top of their Marketing Plan worksheet.
3. As a committee or group, discuss each question on the worksheet. Write down the answers. Remember when listing tasks, to include taking and/or video of the project as it happens.
4. Assign responsibilities for each task *only* if your club has a marketing committee that is completing this activity. Otherwise, leave that column blank.
5. Make sure to bring this *completed* worksheet when you do the "Making a task list and project calendar" activity (pages 28-30).

## Supplies needed:

- One Marketing Plan worksheet for each person.
- A copy of the completed Hands-on Service Plan, Project Fundraising Plan or Donation Drive Plan.

This activity must be done before the "Making a task list and project calendar" activity. If your club has a marketing committee, it could be led by that committee's chair with the whole club. (Or it could be completed by the marketing committee on its own. If so, make sure the committee's work is shared with the club!)



# MARKETING PLAN

## KEY INFORMATION

Name of project: \_\_\_\_\_

Organization or place the project helps: \_\_\_\_\_

Service project goal(s): \_\_\_\_\_

WHAT actions our marketing needs to inspire (select one or more):

- People will donate items.  
  People will donate money.  
  People will attend an event.  
 People will volunteer or chaperone at an event.  
  People will learn about a cause or organization.

WHAT kind of marketing items we will create to make actions happen (select one or more):

- Flyer  
  Poster  
  Email  
  Social media posts  
  Video

HOW the marketing items will be given out or used:

- Item: \_\_\_\_\_  Printed  Digital  
 Item: \_\_\_\_\_  Printed  Digital  
 Item: \_\_\_\_\_  Printed  Digital  
 Item: \_\_\_\_\_  Printed  Digital

WHAT supplies are needed: \_\_\_\_\_

\_\_\_\_\_

Write tasks for creating all marketing items, when each item must be ready to use and who is responsible for each task and deadline.

Task	Deadline	Person responsible