

Module 6

Launch Your Project



6.A.1

Create an Ad for Your Project

Directions

Create an ad, social media post, speech, etc. for your service project. The most effective are generally simple, concise and memorable. Think Just Do It from Nike and Think Differently from Apple. Remember that people will give you a very small window of time to get their attention. According to a global marketing organization, people will give you 6-1/2 seconds (on average) to capture their attention. Be creative and bold. You want to draw attention to your service project.

1. With your team members, brainstorm ideas for a headline, sometimes called a “hook,” to get the attention of your target audience.

- Could the “hook” be an image? Have a team member take notes to capture your ideas. To guide your discussion think about:
 - ◆ Action words that capture your project goal
 - ◆ Your target audience (What words would draw their attention?)
 - ◆ Time: 6-1/2 seconds (approximately 25 words)

2. Write your headline/hook by using the ideas your team generated.

- Use these questions to help create the message.
 - ◆ What problem are you trying to solve?
 - ◆ What is your proposed solution?
 - ◆ What is your “call to action;” that is, what do you want the reader or listener to do?
 - ◆ Add your team logo to brand your ad. Refer to your work on branding from earlier lessons.

3. Branding is simply a way of using words or a symbol to give immediate recognition to your project. Think about logos you see and recognize immediately the product or organization they reference.

4. Share the sketch with other teams to get their reactions and comments.

- Listen and watch their reactions. Remember they are a segment of the public you want to reach. How they react and what they say will give you an early insight into how the broader public may react.

5. Edit and finalize.

- Use a separate sheet of paper.
- If drawn separately, take a picture and attach it to this lesson or place it into your digital team folder.



6.A.2

Create a Launch Campaign

Directions

Launch and go public with your service project. Think about how to get your message out to the largest community. If you have a media resource person at your school, you may want to talk with them about ideas for getting your message out.

- **SOCIAL** – Facebook, Instagram, Twitter (Consider a podcast to explain the what and why of your project or a blog to keep your followers updated)
- **PRINT** – School and local newspaper
- **LOCAL** – TV and radio stations
- **BULLETIN BOARDS** – School or community

1. List the strategies available for you to launch.

Remember that you and your team members are great ads for your service project. Ask for a few minutes before each of your classes to tell other students about your project. Tell your parents and other family members. Your enthusiasm will generate interest.

2. Launch

What strategies did you use and why?

3. Debrief with your team on the outcomes from your ad launch.

Strategies that worked well in getting the information out to the public. Did some work better with different segments of your target audience?

Problems encountered during launching.

Solutions to overcome those problems.



6.B.1

Project Implementation Worksheet

Directions

With your team use the resources developed in this and previous lessons to put your plan into action. Refer back to previous lessons in which you identified what success would look like and developed an action plan listing the tasks and steps to be completed to meet your service project goal.

Project Implementation Checklist

- ✓ Use your Action Plan as a checklist to confirm the required tasks have been completed and if not, who is responsible for them.
- ✓ Confirm team roles
- ✓ Have all required materials (agenda, handouts, follow up information)
- ✓ Confirm all applicable logistics (site, times, speakers, media equipment, press coverage)
- ✓ Review your People Map to include the people you identified to help achieve your Big Goal
- ✓ DO IT! Implement your project.

Congratulations! You have implemented your project. Now take some time to reflect with your team. Use the chart below to describe the highlights and challenges of implementing your service project.

Highlights	Challenges



6.B.2

Document Your Project

Directions

As you implement your service project, it will be important to document your work through photos. Photos should capture the work of your project, such as teammates working onsite in your community or posters being displayed for an awareness campaign. You're working hard to make a positive impact! Make sure your photos are clear, respectful, and really share your story of service.

The Project Video is one of 5 components that Lead4Change will review and use to help determine if your idea will receive funding so please prioritize documenting your amazing project!