

BUILD YOUR STORY

Now it is time to decide what **YOU** can do. Think about your skills and interests. If it is a big problem, break it down into smaller problems. You may identify a one-time action or you may build an on-going activity that will continue to impact your community even after the Challenge. What **ACTION** can **YOU** take that will make a difference?

PROBLEM: Describe the problem you will **help** solve.

MY SOLUTION: Describe your activity **for helping to solve the problem**. Identify **who in your community** will be impacted.

My Action Plan

To build an action plan, answer the following questions:

1. What resources will **I** need? Consider people, supplies, time, money
2. How will **I** get them? Donations, partnerships, friends, family
3. How/when will I capture my value creation activities for my video?
 - a. See the storyboard tool to help you create an outline for your video before shooting footage. This will decrease the editing time required and result in a more well thought out story. **Think about how to make your story interesting and engaging to an audience.**
 - b. Plan out when and where you will take action.
 - c. Be sure to test your video equipment prior to filming and have a back-up plan in case of technical difficulties.
4. How will I measure my impact? In other words, how will I know I helped and how much impact I made?
 - a. It is important to determine, **before you start your activity**, how you will measure the social value you create (**for example: smiles, donations to a charity, number of people fed, etc**).

5. Take action.