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.