## Action-plan checklist

Set your campaign or initiative up for
success by using this checklist as a guide
for planning your campaign.

- Decide on your cause
- Pick a charity or non-profit and let them know you want to help
- Decide on the type of action you want to take (is it a single event or an ongoing campaign?)
- Set an exact timeline and a S.M.A.R.T. goal (specific, measurable, achievable, relevant, time bound)
- Recruit and organize your group—assign specific roles including a leader, treasurer and a group secretary to manage communications
- Create an engaging web or social media page that tells people why you're taking action and how people can contribute
- Spread the word and reach out to your community and network to join you in your campaign
- Track your progress
- Share updates with your team and supporters
- Tally your fundraising proceeds or donated goods and deliver them to your chosen charity
- Celebrate your success as a team and thank everyone who made it possible

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