



## Planning a Service Initiative

### ***Step 1: Identify a Community Need***

- Assess a community you reside in.
- Find an issue that affects the people you represent.

### ***Step 2: Setting a Goal: See It, Believe It, Build It***

- See It:
  - Set a mission identifying the long term need your initiative wishes to address.
- Believe It:
  - Provide a vision showing what success looks like. (ex. Bat Zoo is working toward the day when animals are free from bondage.)
- Build It:
  - Establish the project that will be used to help achieve the goal.

### ***Step 3: Establish Financial Need***

- Identify materials needed for project.
- Calculate cost of materials.

### ***Step 4: Develop a Coalition***

- Identify potential supporters.
  - Organizations that support the need you hope to focus your efforts on.
  - Organizations that possess the materials needed for your project.
- Develop a plan outlining organizations/funders to pursue and the ASK (what you seek from the organizations).

### ***Step 5: Delegating Responsibility***

- Identifying roles needed to execute plan.
- Assign roles to persons within organization.

### ***Step 6: Say What?! Generating a Buzz***

- Create press releases.
- Online groups, events (i.e. Facebook, Twitter, Myspace).

### ***Step 7: Gain Community Support***

- Publicize. Advertise. Mobilize.
- Solicit community support to make the project happen.

### ***Step 8: Evaluate***

- What was accomplished?
- What worked?
- What could be improved upon?