



## STAGE 2: PLAN

**STAGE OBJECTIVE:** In the planning stage, club members will decide on everything that needs to be done and who will do it. The meeting suggestions below can assist you in guiding the group in its planning. The [Clubs Task Chart](#) can help keep track of decisions.

**STAGE LENGTH:** Approximately 3 meetings.

### MEETING 1: Project decisions

1. Begin by briefly discussing why is it important to make a plan for a project (for example, so we don't forget anything, to make sure things happen on time, etc.) Next, discuss what should be included in the plan.

For example:

- Details (who/when/where);
- What would make it a successful event or campaign;
- Materials;
- People who can help;
- Promotion;
- Calendar

2. Recap the project decisions and discuss event or campaign details:

- *Who: Who should we target? Everyone at school? Parents and kids or just kids? Why these people?*
- *When: What would be the best time of year? Day? How long should it last? One day or more? Select a date and time.*
- *Where: At the club's meeting location? In another location? Why would this be the best location?*

Club members can use [Clubs Project Outline](#) to keep track of these decisions. This Project Outline can be personalized for your clubs needs and project.

3. Give the event or campaign a name:

- In small groups, members brainstorm and suggest a name.
- Once all the names have been shared, every club member votes on their favourite name, but can't vote for the suggestion of their group.

Explain to the club members that you are going to continue making your plan next time.

## MEETING 2: Promotion, Materials & Success

1. To begin, consider the materials and help that is needed to carry out the mission:

- *What do we need to carry out this project?*
- *Do we need to build something?*
- *Do we need paper/markers/etc.?*
- *Who do we need to help us with this project?*
- *Who do we need to ask for permission to carry out this event or campaign?*
- *Do we need to ask to reserve something?*

2. Next, discuss promoting your event or campaign:

- *How can we tell people about this project?*
- *Where can we tell people about this project?*
- *Who should we tell about this project?*
- *What materials do we need?*
- *When should we put up posters/make announcements?*

3. Finally, talk about measuring success:

- *How will we know if our project is a success?*
- *What do we need to observe during the event or campaign?*
- *What details do we need to keep track of? (number of people participating, etc.)*

### Ideas for advertising:

Local newspaper

Community center or  
school website

Social media

Flyers in the community  
center or school

Flyers in local  
businesses

School Morning  
announcements

Emails to parents

Have club members finish filling out the [Clubs Project Outline](#). Explain that next time, you are going to make a task calendar.

If there is time left after discussing success, materials and promotion, your club can begin setting up the calendar.

## MEETING 3: Calendar

1. As a club, make decisions about who will be responsible for what. The [Clubs Task Chart](#) can be used to keep track of decisions. It can be adapted to the needs of your group and project.

2. Looking at the plan, have the club members decide what will be done at the next few meetings. Help them determine what they need to have on hand to carry out their tasks (art materials, computers for research, etc.).