

My innovative idea to CHANGEit

Title: _____

WHO? *Who is leading the campaign? Just you? Group of friends? List everyone involved.*

WHAT? *What is the problem? What do you want to achieve? What do you want to change?*

WHERE? *Where will the campaign take place? At school? In your community?*

WHY? *Why is the campaign important? How will it make a difference? Why do it?*

HOW? *How are you going to meet your objectives? What actions will you take?*

HOW MUCH? *How much money do you need to achieve your goals? Itemize.*

WHEN? *What will you achieve and by when? Create goals. Make a timeline.*

Ready to CHANGEit? Submit your campaign idea at www.changeit.org.uk to be considered for a CHANGEit innovation award. *You really can make a difference!*