

STAGE 6 OF 7

Launch and communicate clearly

This stage is about telling people about your project in plain words, and then running the first activity.

This worksheet: A checklist, a template for introducing the project, and a plan for who to tell. Start here if the plan is ready and you need people to show up.

PROJECT INTRODUCTION TEMPLATE

Fill in each line, then read the whole thing out loud. If it sounds like an advert, write it again the way you would say it to a friend.

We are (who you are):

We noticed that (the need):

So we are running (the activity), for (who it is for):

On (when and where):

So that (what good it will do):

To take part, you (what someone does):

EXAMPLE — DO NOT KEEP

We are four Form 3 students from a school in Kowloon. We noticed the recycling bins on the estate next door are full by Saturday. So we are putting a table outside the lobby on Saturday 14 March, 10am to 12, and people can bring their bags down to us.

WHO NEEDS TO KNOW?

Audience	How we reach them	Who does it	By when

IS EVERYTHING READY?

- ☐ The place we are using has confirmed the date and told us how to get in
- ☐ Every volunteer knows what they are doing, when to be there, where to go, and who to ask if something goes wrong
- ☐ We have agreed how photos will work, and people can say no to being in them

RECORD OF PARTICIPATION — FILL THIS IN ON THE DAY

Date and place:

How many people took part, and who they were:

Volunteers and other support involved:

What actually happened? Write down three things you noticed.

YOU HAVE FINISHED THIS WHEN...

The activity has happened and you have written down who took part.

Next: Write down what happened while you still remember it.