



The Guide-2-Action

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Key Themes

Importance of a Theme

The theme of your project is going to determine what you learn, the eventual area in which you become the expert and what you are going to change, which in turn will make a difference in the community.

Picking your theme is probably the most important part of your whole project because it will determine and motivate you to see the project to the end successfully. In the end, passion always wins.

Themes come from all places: whether it is watching TV news and seeing children unable to read or afford basic educational skills due to poverty, seeing children on the street forced to work, or conversing and learning from a friend about rainforest depletion. The challenges that face our world whether on a local, national or international level are endless. The different causes that you could adopt are only limited by your own energy and time. But remember-the key is to find that one topic that goes to the heart and about which you are *really* passionate.

Ask yourself

What are my interests?

What am I passionate about?

What would I like to change in my community?

What do I believe in and care about the most?

Is there anything in your community or internationally that does not make sense to you?

What do I want to learn about?

What in my community makes me angry or really frustrated?

Have there been issues, which I think could be changed, but no one seems to listen?

Your Key Themes

Eg. *Anti-racism*

1. _____
2. _____
3. _____

Type of Project

The more creative and innovative your project is, the more people and the more media coverage you will obtain. To find a good project idea think of what you love to do- whether it be skateboarding or film and match it with the key themes you wrote down above. By pairing the two, you should be able to come up with a creative concept to apply to your objectives and key themes. If, for example, your passion is film making, you could explore creating a film festival with antiracism videos to raise awareness about the cause and raise money for antiracism campaigns. The concept, if successfully implemented, should fulfill the objectives you completed.

There are several sub categories under which your concept could fall-all of which are effective when executed well. Take a look at all four different project categories and pick the one which best suits your theme and objective.

- 1) An Awareness Campaign eg. raising peoples understanding of racism
- 2) An Action Project eg. cleaning up a local river that is polluted
- 3) A Fundraising Campaign eg. raising money for emergency refugee shelters abroad
- 4) Lobbying/Letter writing Campaign eg. Lobbying to free political prisoners

What is your Passion?

What is your Theme?

What is your Project?

What Category is your Project in?

Write a detailed paragraph exactly how your project will allow you to fulfill your objectives? When your project is successful, how will it change your community?

Objectives

Now that you know the theme and type of project that excites you and which will be the driving force behind your actions, you must now determine and map out what your goal is going to be.

- Do you want to teach students about the affects of racism in order to prevent racism in the future?
- Do you want to raise people's awareness about fair trade in order to prevent goods being sold that are made in sweatshops?
- Do you want to raise funds to assist in the construction of a school in your community?
- Do you want to encourage people in your own community to become involved in curbing youth violence?

The goals are up to you. Never be afraid to set large goals, but remember that it is the result of many small goals that you will be able to reach your overall objective. The small goals are the ones on which you want to be focused since they lead to the direct outcome of your project. Goals are how you measure your success. Many people have big dreams, but many get easily discouraged as they only set large goals and do not understand the importance of the small project-orientated goals.

Example:

Big Goal: I want to ensure that there is no bullying at school.

Small Project-Orientated Goals:

- Starting an anti-violence club at school
- Talk to teachers to publicize the project
- Talk to similar-minded students
- Get media coverage
- Determine who are the experts in the field
- Gain the support of local government officials and get information from them
- Set up a day at school with speakers
- Organize fundraising activities

Big Goal: I want to _____

Small Project-Orientated Goals: I will be a step closer to reaching my big goal by doing the following:

- 1.
- 2.
- 3.

The Case Study

Throughout the course of the package for demonstration purposes you can follow along the development of a project based out of Vancouver, Canada, which involves opening a new skate park and raising awareness for youth empowerment. In the Appendix you will find various letters and materials that you can use as an example when you undertake your own individual project.

Introduction to Fundraising

Persistence pays. Fundraising, cold calling and raising money for your event takes considerable dedication and the right approach for each individual sponsor you are going to contact. Follow up is the single most valuable tool you will use to secure the funding you are going to need to run your project. Being presented with the task of raising five thousand dollars in three weeks seems daunting to many of you. This is especially true when you are phoning random business numbers from the phone book and enlisting their support. With the help of this package, Dream Now will eliminate that daunting feeling for you. The fundraising package will guide you step-by-step on the approach you should take in order to secure the funding you need for your project. The package will include telephone scripts and sample letters so all the guesswork is removed for you.

Sponsors- Getting the Support

There are many avenues that you can utilize when you are starting to raise funds for your organization. You have to decide first what kind of support you are looking for. Are you looking for long-term partnership to fund your organization or small amounts of money to support one project or event? Are you looking to raise money for travel to an international event? Choose the places you approach based on what you are asking for. Some basic places to start the fundraising...

- National Airlines
- Service Clubs – Rotary/ Lions clubs
- Local Businesses
- National Corporations
- Community Foundations
- Governments
- Universities
- Fundraising Events
- In Kind Sponsorship
- Banks
- Granting Organizations

Brainstorm, brainstorm and more brainstorming! Do not limit your thoughts and creativity when it comes to raising funds. The more creative you are, the more likely people will donate.

Warm Market

The warm market refers to all those people who could be considered relatives, friends or casual acquaintances who know or have heard about you. Make a list of everyone that you know that could help you. Then approach them and ask if they can donate and if they cannot, ask if they know someone who would be interested in the project that you are running. You will either get sponsorship or you will get referred on to someone who will donate.

Networking

The best place to find out about new opportunities about getting involved is through your network. Networking involves creating relationships with people with whom you can possibly work in the future. If you had the best network in the world, you should be only two people away from anyone in the world. By talking to one person you know and having them refer you to someone they know you could contact anyone, anywhere in the world. The more you keep up with your network by meeting people and becoming friends and keeping in touch, the more opportunities there will be for you. So how do you start your network you may ask? It is easy- involve as many people as you know. They may be very interested in your passion and project. Meet them and stay in touch with them. Ask them if they know anyone else who is interested in similar issues or ideas and offer to talk to them. Prepare questions to ask them and meet with them and strike a friendship. That is networking- pure and simple. It will be one of the most important things you will learn.

Granting Organizations

Your best chance for securing money is from local or country-specific granting programs. There are some universal granting programs which you can receive by emailing dream now, but generally your best opportunity will lie in your ability to seek out local or national associations that provide grants. You must investigate what their qualifications are. A common qualification for granting bodies is that you must be a Non Governmental Organization or a registered charity. At this point it helps to partner with a local organization with similar interests which fits the qualifications and then apply for the grant using the partner. Dream Now is starting a directory of granting bodies in different local communities. If you have found one in your country or community email it to dev@dreamnow.ca with the subject line of "Granting Bodies". For more specific information and tips on how to apply for grants contact the Dream Now office.

Cold Calling

Cold calling means contacting people and organizations with whom you have had no previous connection. You may know they are supporters of the community or have an interest in supporting a venture such as yours, but beyond that you do not have

any personal connection. Below, in the description of the Fundraising package, you will find telephone script for approaching such companies or individuals.

How to Approach Sponsors

For each new sponsor, you should tailor your presentation to their individual interests. It is important to do this because they must feel they can benefit from the support they intend to give you. Below you will find the core of what you will present to a sponsor in order for them to make a decision.

Thirty Second Pitch

People's attention spans last a maximum of "30 Second Pitch" and, then, only if you love what you are talking about -- so you have to make your 30 seconds count. Practice this 30 seconds with everyone you see. On the bus, at school, at home, - tell it to everyone. You will be spreading the buzz and practising at the same time. Your "30 Second Pitch" should contain the major purpose of your project or campaign, who it will help, how it will work and how the sponsor to can help. You want the words to flow so to everyone will know how excited you are about the project and what a difference the company or individual could really make by sponsoring you. Your "30 Second Pitch" should spark people's interest for more information. It will be a hook to capture people's attention and show them what great projects you are working on.

Groundwork

After deciding what organizations to contact, you must do basic homework on the company's background or business or, if it is an individual, the person's special interests. Determine why they would be interested in your initiative and who is the right person in a company to contact. This information just requires a quick look on the company website or a phone call to the receptionist the day before. Ask whom the manager is and, perhaps, how to pronounce the name. Once you have all this information you can put these details on the *Dream Now Contact Summary Sheet* and begin the game of getting sponsorship.

Compiling A Sponsorship Package

It is always more effective if the individual you will be contacting has something visual to look at prior to your contact in order to introduce him or her to your objectives and purpose. This also provides the sponsor with information on how they can get more details- such as your website. Before you call your contact, you ideally want to send them a package by fax, mail or by dropping it off. If you are dropping it off,

be prepared to go directly into talk with the manager and give them your sales pitch. Always be flexible and prepared.

Your Package should include:

Fax Cover Page (if sending by fax)

Introduction Letter

See Appendix B for Sample

Outline

1. Name and whom you represent.
2. Why you are contacting their organization in terms of how it will benefit their business.
3. Your mission statement.
4. How are you achieving you mission statement.
5. What you want whether it be monetary sponsorship or in kind sponsorship.
6. Why they should support you.
7. What you are enclosing and how they can reach you.
8. Thank them for taking the time and tell them when you will be in touch (within 3 days)

One Page Project Summary Sheet with Benefits Outlined

See Appendix C for Sample

Outline

1st Method (sample provided)

1. Summary: Write a basic summary of what your project will entail and what it will provide for youth.
2. What: Explain briefly the duration of the project and all the events which will take place during the project.
3. Who: Explain who will be in attendance at this event and mention any special guests you are expecting.
4. Where: Explain where the event will be taking place including location and time
5. Why: Explain why this event is necessary for youth in your area and what it will accomplish if it has their support and it is a success.
6. Benefit to Sponsors: Explain how your event can benefit your sponsors.
7. CONTACT INFORMATION

2nd Method

1. Summary: Write a basic summary of what your project will entail and what it will provide for youth.

2. Pre-Project Outcomes: Explain what you are doing before the project takes place to raise awareness. Tell them how their interests will be represented at this stage of planning.
3. Project Outcomes: Explain what will be the direct outcomes of the project on the day of the event period. Tell them how their interests will be represented at this stage of planning.
4. Post Project Outcomes: Explain the follow up of the project. Tell them how their interests will be represented at this stage of planning.
5. Benefit to Sponsors: Explain in one paragraph the total benefit to the sponsors you have previously outlined above.
6. CONTACT INFORMATION

Your Contact Information

IMPORTANT: Follow the Package up with a phone call within 3 Days

Telephone Script for Sponsors

Phone Script

For following up with sponsors after the initial package has been sent.

Ring, Ring, Ring

- May I speak to _____ (manager's name, Phone ahead and get this)
- 1. -He is out. Could I take a message?
 - No that is all right. I will call again. **OR**
- 2. I am sorry. He is busy. Can I say who is calling?
 - My name is Bob Smith. And it is a personal matter
 - Thanks

Hello _____ My name is _____. I am from Vancouver Skate-park Coalition. I am phoning regarding the package that I sent out to you at the beginning of this week.

Did you have a chance to review it? Yes or No.

IF YES

I am sure you would agree Mr. ____ That this would provide an excellent opportunity for your organization to get involved. (NOW say 30 second pitch)

IF NO

Well let me tell you a little bit about the (Insert your 30 Second Sound Bite here) *Vancouver Skate Park Coalition. We are a non-profit organization dedicated to creating positive safe places for youth to hang out. We are currently starting a new project which involves raising money for a new skate park.* I decided to contact your organization because (insert a complement or reason why) you have a reputation in this community for *being an active supporter of youth programs and I know your organization would be interested with a project that is so closely aligned with your goal as a business targeting youth.* (tell them what they will get out of it) The other reason that I decided to approach your business is because I am presenting you with an opportunity to *advertise to over 200 youth and adults alike who will be at the opening of the skate park for a very reasonable price. You will not find this target of an audience all in one place anywhere else for such a small advertising cost.* Can I count on (name of company) *Blink Skate shop Inc.* to partner with us in this exciting new venture.

Pause- You know Mr/Mrs _____ I would love to meet with you further and discuss the benefits of partnership and how it would benefit your company. What would be a good day to come by and talk to you about it? Monday afternoon or Tuesday morning?

Yes- Excellent.. When would be a good time to come by and pick up the check or talk to you further?

No- Thank you for your time and effort Mr/Mrs _____. I appreciate it. Do you know of any other individuals who may be interested in supporting our cause?

Tips and Tricks

- For each new contact that you will call or follow up make sure you fill out and update the Contact Summary Sheet provided in this package.
- If you run into a secretary who asks what it is regarding, just say that it is a personal matter.
- Never leave a message on the first contact. Doing so results in losing control of your ability to ensure that you will be the one who makes contact. Keep calling until you reach your potential sponsor.

- Always frame your request in terms of what the listener will be getting out of sponsoring you such as:
 - 1) Recognition in a newsletter
 - 2) Advertising at events
 - 3) Opportunities to speak at events
 - 4) Chance to make a difference in community
 - 5) Mention in the local press/national/international
 - 6) Mention on the website

Contact Summary Sheets

Name of Contact:
Organization:
Who Introduced you:
Contact Info
Phone Number Office:
Phone Number Other:
Fax Number:
Email Address:
Address:

Description of Organization:

Goal of Contact:

Record of Contact

Type/What was Sent	Date Sent	Outcome
1)		
2)		
3)		
4)		
5)		

Thank You Letters and Follow up

Sending thank you letters is one of the most important things you can do to keep in touch with people (NETWORKING!) while thanking those who have helped you out during your project. Sending a thank you note, hand written or through email sets you apart from everyone else. Most people forget or do not take the time to do such things. Once you have done so, people remember you and what you have to offer them. You can never send too many Thank You's. Remember to provide a product at the end of the day for your sponsors. They want to appreciate that they have truly helped. Whether pictures of the event, testimonials from participants or letters, give your sponsors a tangible result which they can see and say "Wow! I am glad I donated." This will ensure that they feel good and want to donate again for your future projects.

Thank You Letter

See Appendix D for Sample

Outline

1. Thank them for what they gave you
2. Tell them what the outcome of their support was
3. Thank them for their contribution to the success
4. Ask them to contact you if they ever have any questions
5. CONTACT INFORMATION.

Who are you Targeting?

Your Target audience are those who you want to inform about your event?

Do you want fellow youth to learn about the event?

What is the most effective way to reach these people?

Who do you want to tell?

What audience do you want to reach?

Where do they meet?

What kind of interests do they have?

Who do they go to for advice?

How can you make your advertising campaign distinctive to the group?

What Media Can You Contact

There are many types of media which you can contact. All serve different needs. There are two levels of news coverage being National News which is concerned with projects that touch upon many youth from across the country. There are the local and community papers which touch on events that are centered on your community at home. The following is list of different news media you can approach.

Television
Radio
Magazines
Wire Service
Internet
Newspapers

How to Contact the Media

Much like sponsors, media takes follow up, patience and effort. Approach as many media avenues as possible. There are many options- run a news conference, have them come to the event or present the story to them in person. Research your local newspaper and find out who would be the right person to inform about your project. Once you provide them with your press release, be ready to follow up. Make sure you return journalists' calls quickly and are there on time for interviews. When you use facts make sure you use reputable sources which you can give to the journalist. Never make up facts, because if they are found to be false you will lose all credibility and they will not cover your story. Once you have dropped off your press package and given them your "30 Second Pitch"

then it is time to follow up. When following up, be aware of their deadlines. Do not follow up just before their deadline, but rather, plan to contact them early afternoon or morning well before the deadline. Practise your presentation so when the time comes you will be “on message”.

Press Release

See Appendix E for Sample

Outline

- 1) Begin at the top of your page with “PRESS RELEASE” and FOR IMMEDIATE RELEASE” in capital letters bolded.
- 2) Below this place your logo and your contact information.
- 3) In big bold type create a title that is catchy and begs the journalist to inquire further.
- 4) Before your first paragraph, put the date you sent the press release and your location.
- 5) Begin your first paragraph with something catchy that begs the reader to go on.
- 6) Continue to give the basics of the Who, What, When, Where, Why questions.
- 7) Sum up what you are doing. Remember this is targeted at a *journalist* ask yourself why they should cover this story.
- 8) Provide all of your contact information.
- 9) When finished put ## as it indicates the end of your press release.

Tips:

- Double space.
- Make it newsworthy.
- Sell it to the journalist.
- Make it as easy as possible for them to write the article.
- Create a logo or put it on letterhead.
- Make yourself available for them to follow up.

Media and your Pitch

When speaking to the media, you can use your same thirty-second pitch that you developed through the sponsorship process. Be sure when using your sound bite that it is focused and consistent throughout your presentation to the media and you keep repeating your central message. Try to limit yourself to three major points while still answering the 5 basic questions which you will present in your press release.

Who will benefit from this and who is going to care about this project?

What is your passion and how is it tied to the community?

When is the event going to take place? and What is going to happen there?

Where will the event be held? or Where will the action occur?

Why have you decided to choose this concept to promote?

Interviews

Interviews can make you nervous, although they need not.

Here are a few tips on how to handle a media interview:

1. Stick to your message. Answer all questions with a part of your message.
2. Do not be afraid of saying that you don't know. It is better to say that you don't know and will get back with the answer than to estimate or guess.
3. Don't think that you have to speak. You can think and reflect on your answer.
4. For TV, make sure you do not interrupt. Speak in short concise statements.
5. Prior to the interview come up with slogans or sayings that you think would make good sound bites in articles. Use them.
6. Don't memorize. But do write your whole statement out before hand. Be natural.
7. Try to enjoy it and don't be afraid of asking the journalist questions.

Buzz

Another way of raising awareness for your project is by creating "buzz". This means simply getting out there and telling everyone you know. Going on the internet and telling everyone you know and spreading the word through every avenue you know. The more passionate you are about the project, the more people remember you and the more they will remember your event, Talk, talk, talk and the coverage and the people will come to make your event a true success.

Getting the People

The best way to get people is not surprising- tell them about it! Okay, sounds simple, but how do I find hundreds of people that are interested in learning more about my project.? The best place to start is by asking yourself a few questions. Who is your target audience? Who do you want to teach? Who do you want attending? Now ask yourself where the best place to reach these people are. Where do they meet? Is it going to be a community center or is it going to be a school, a local organization? You decide. It truly depends on who you are looking for. Begin by researching community calendars in your area and local media that publicize what is taking place in your community. (see the section “Media Now”). The second step is to sit down with your planning committee and list all of the possible youth groups/clubs or councils in your area and delegate responsibility for contacting one or more of these organizations. Below is an outline for an invitation letter to a community organization school or a youth council. Be as creative as possible.

Invitation Letter

See Appendix F for Sample

Outline

1. Introduce yourself and your organization.
2. Explain the event briefly.
3. Invite them to participate.
4. Give them the date and time.
5. Tell them what their role in the day will be eg. Attendees, presenters, have a display booth.
6. Tell them you would love to talk to them further.
7. Give them your contact information.
8. Tell them when you are going to follow up.

Thanking and Follow up

As mentioned earlier in the sponsorship portion of the package, it is important to thank each individual who comes and has played a part in your event. Even if an organization simply sets up a booth send a quick thank you note out. (see appendix F) This thanks them for their effort as well as leaving a good impression of yourself for future fundraising. Follow up with all those involved, as participants are also very important for this same reason. You can also get feedback on how you can improve and if you keep in touch you already have an interested audience that you can approach right away for your next project. Keep those contacts fresh.

Website/Internet

A good website is always an asset. You can refer people to it for more information. Have registration forms downloadable. You can sign your organization up for many internet-based community organizations and see how many people apply. Contact local hosts in your area and see if they will host your site for the duration of your project for free. This type of in-kind support is easier to obtain than money. Give it a try. You can never lose by asking.

Introduction

The logistical planning of your event will be the deciding factor as to whether your event will be a stressful occasion or one that effectively gets your message across without worry. To plan the perfect event, you must mentally review the day in your head and know what every minute is going to look like and what you are going to need every step of the way. Logistical planning is important to all projects whether they are long-term awareness campaigns or a one-day conference, even though different details are required. The first step in planning is to first think about what your event will entail and then anticipate potential problems

Location Location Location

Where?

Where you host, even for a one day event, is important to its success. Is it going to be someplace accessible to your audience. Will it have all the necessary technical requirements for your conference. How much does it cost? How much room is there? These are all questions that you must consider before you host the event. The first step you must take in deciding a location is determining your needs. This is a good topic for the agenda for one of your meetings because the more people you have thinking about your needs to run your event, the less you will miss. When planning the location, remember to think of schools, universities, community centers, resource centers, and various organizations' offices. Your imagination is your only limit when it comes to deciding an effective place to host the event. You can use the Dream Now Location Guide Sheet to help you figure out where you should host your event.

Location Need Sheet

Write down your spatial needs:

- 1.
- 2.
- 3.
- 4.

Write down your technical needs:

- 1.
- 2.
- 3.

Where does your target audience usually congregate?

What would be an accessible place for these people to meet?

Does anyone in your group have contact with someone who would be willing to donate a facility?

List 3 places that fit the above criteria in your community:

- 1.
- 2.
- 3.

How to ask for a Location

Asking for a location is very similar to asking for other kinds of sponsorship. You will use the exact same 30-second pitch and format that you use for asking for monetary donations. Always try to get your location donated. After going through the fundraising process as outlined in the Sponsors Now section of this package, you will meet with the owners or managers of the location regarding details. The conversation should cover some of these main points:

- Explain your needs in conjunction with the purpose of the project
- Ask how their location would fit these needs and purpose
- Talk about dates that the location would be available for use
- Ensure that you have access to the location one day prior to the event in order to set up and test technical aspects
- Ensure they understand you will be responsible for cleaning everything up and returning it to its original state
- Prepare any other project specific questions before hand with your group in order to make sure you ask them.

If you are not able to get the location donated, ask if they can give you a discount as you are doing this with a small budget and for a good cause (give them your “30 second pitch”). And follow the same steps through your meeting as outlined above.

Picking a Time for your Event

Look at your community and decide when there is a lull in community activities. You may want to plan your event on an internationally-recognized day such as the International Children’s Day or you may just want to plan your event on a day that works for your planning committee. It is important that you look at who your target audience and their free time. Is it on the weekends? Do they have school during the week? Do you want to talk to schools and bring youth in class time? Is night or daytime better? These are all things that you must consider the timing of the event. In the end, when the event will take place is dependent on the situation in your individual communities.

Detail for the Day of the Event

This only applies to projects that have a definitive date. The Day of the Event is equivalent to hosting a party. It is not as fun as going, but it is rewarding at the end of the day to see all of your planning come together. This day will be a reflection of everything that you have done so far. Prior to this day, split up your planning committee to oversee individual parts of the conference to make sure everything goes smoothly. For example someone can look after registration, someone can be in charge of speakers while another can be in charge of workshops. It depends on the structure of your community project, but delegate responsibility to your group in order to ensure an effective event. Be prepared for something to go wrong. It is inevitable that someone will forget their notes or a projector will not work. This is where you will have to innovate and use your imagination. You can do it and enjoy it!

Putting together your team

It is important to bring people together to help you implement your project. It not only makes it easier on you to avoid all of the leg work, but you are doubling the number of ideas you have to change and improve your project. A good number also to work with is anywhere from 2 to 12 members who are committed and ready to work on your project. You can look for members almost anywhere. From recruiting friends to posting notices at the local community center. Just talk, talk, talk to everyone and tell them your “30 Second Pitch” and, if they are interested, they can come and join your planning committee. Choose the right people, pick people with differing views, but who have a common vision. This will provide for good discussion and debate at meetings while all being committed to the common goal of creating change. As the Chair of your small council, you will have to guide the meetings and provide minutes for all those involved to ensure everyone has the same understanding of what has been done. In Appendix G and H will find sample agendas and minutes. Below you will find their basic outlines.

Meetings

It is not hard to run meetings as long as you follow a basic structure and come prepared to each meeting. It is also very important to structure your time effectively and make sure that you delegate responsibility evenly amongst your planning team. Following each meeting it is also important to record everything that happened by keeping minutes. This ensures that everyone agrees on the same decisions and helps someone review if they did not make a meeting.

Meeting Agenda

See Appendix G for Sample

Outline

Name, Date of Agenda, Location, Time

1. Introductions and Welcomes- a quick update and welcome by everyone
2. Review Minutes (if 2nd, 3rd, 4th ... meeting)- Review and agree on minutes of last meeting
3. Reports- given by people given jobs from last time
4. Main Business- (see Sample) anything project specific you need to discuss
5. Upcoming Events- A quick preview about any interviews with media or other events
6. New Business- A place for any last minute additions to the agenda
7. Next Meeting – Set the date and time for the next meeting
8. Adjournment- Chair (you) adjourn meeting

Meeting Minutes

See Appendix F for Sample

Outline

1. Name, Date of Meeting, Location, Time
2. Attendance List: list of those who attended the last meeting
3. Review the agenda and with the same numbers and structure report on what was said (see sample for more details)

What is it?

The Mentorship program is there to help make the instructions in the Dream Now Package come alive and become real. The Mentorship program puts you in touch with individuals in your community or from around the world who are already making a difference in their community. These individuals have worked through the package and experienced the pitfalls and the highs of putting together a project. You can learn a lot from your mentor. All you have to do is ask.

When you get your package you will be given a mentor depending on the subject and the type of campaign you are planning to run. If you ever have any questions regarding what you should do, how you should approach a particular sponsor or just want to connect with someone who has already done it, your mentor is the one to talk to.

What does a Mentor know?

Each mentor will have a different experience navigating through the process of putting together a community-action project and therefore they will have learnt different skills. Your mentor has learnt

- How to get funding and how to get the “yes” that you want from potential partners.
- How to bring people and resources together and effectively manage them.
- How to take an idea and turn it into a reality through hard work.
- How to delegate responsibility to a planning committee .
- How to effectively run a meeting keeping it on track and recording all of what is said.
- How to attract media creatively to your event and get the most possible coverage for free.
- How to find the people you want to attend your event and leaving them with a lasting impression.
- How to begin following your passion while changing the world.

You will learn all of these things as well as many other little lessons that will make your involvement in the project , whether local or global, much much easier.

What to Ask?

Questions for your mentor are truly open. Dream Now is helping you start your own network of active citizens in the community, helping you create your own bank of

people with whom you can work on future community projects. Here are some sample questions you could ask your mentor:

- What was the project that you ran and how successful was it?
- What techniques did you find best worked for direct funding organizations?
- What were the major problems with the project that you ran?
- What advice do you have when it comes to approaching people who have not been introduced to these concepts before?
- **DO NOT LIMIT YOURSELF. ASK EVERYTHING YOU WANT TO KNOW.** Your mentor will not know everything, but if there is something that the two of you still do not understand or and would like to know, email us at Dream Now and we will help you with any problems you may have.

The Importance of being a Mentor

Continuing on with the Dream Now Network is an important part of the organization as it is through youth to youth participation and communication that these programs have been successful. Just as you were given a mentor to guide you through your project, you can now teach your experience to others. This will not only allow you to solidify everything that you learnt throughout the process of running your own community project, but also it will allow you to expand your network of involved members of the community. The members of the Dream Now Network are the future of the world as they are the ones who are taking ownership at a young age of the world that they envision for the future. Keep in touch and play a part in, not only changing the world, but also multiplying your efforts by mentoring others in your community. Remember as a mentor you do not have to know everything that you are asked. You can always contact Dream Now and we can help you with any problems you are having. You are there to provide inspiration to help out and to be part of their team. Mentoring someone through the complete process of a community action project is one of the most rewarding feelings you will get. You are making a difference in your community and around the world. You are changing the world. You are creating the world that you want to see. Congratulations!

Sample Introduction Letter

September 27, 2003

Blink Skateboards
#45 1223 Robson Street
Vancouver BC, V8R 5H4
CANADA

Dear Mr. Laver:

My name is *Chris Keith* and I am representing *the Vancouver Skate Park Coalition in Vancouver*. I am contacting you and your organization in order to provide you with *a valuable advertising opportunity as well as an opportunity to get involved in your community*. The Vancouver Skate Park Coalition works to create *safe positive places for youth to skate*. To achieve this goal, we are currently working on *opening a new skate park*. We are contacting you in order to forge partnerships *with the local skate companies that would be interested in advertising at this event*. We are looking to raise sponsorship *of two thousand dollars for the opening of this skate park*. It would be an opportunity for *Blink Skateboards to help the youth in their community while reaching out to a targeted audience*. I have enclosed a summary of the project and the benefits to *Blink Skate Company*. If you have any questions you can reach me at *453-3453* during the day or you can email me at [*chriskeith@email.net*](mailto:chriskeith@email.net) at anytime. I will be in contact with you within the next week in order to answer any questions you may have. I look forward to working with you in the future.

Sincerely,

Chris Keith
Vancouver Skate Park Coalition
[*chriskeith@email.net*](mailto:chriskeith@email.net)
Ph: 453-3453
Fax: 453-3548

Note: Writing in Italic should be replaced with individual project information following the outline.

Sample Summary Sheet

Vancouver Skate Park Coalition: Skate Park Competition/Opening

Summary:

The Vancouver Skate Park Coalition is a group consisting of 10 youth leaders who are actively working to create safe environments for children to skate in. The youth coalition is currently working on putting together a skateboard competition to commemorate the opening of a new skate park in the Vancouver area. This project will provide youth with an outlet to get involved in their communities in a positive way to raise money for a charitable cause. As well, the competition will allow youth to be recognized in a positive manner for their achievement in skateboarding.

What:

The event will consist of a daylong skate competition as well as an official opening ceremony for the new skate park at the awards ceremony.

Who:

The event plans to have over 200 youth from the Vancouver area registering for the skate competition. More expected for the awards ceremony and the opening of the new skate park. Industry representative will be invited to attend from all of the major skate companies.

Where:

The event will take place at the new skate park at 1234 Brunswick Avenue, North Vancouver. The events will start at 12pm on Saturday the 12th of December 2003 with the closing ceremonies and official opening happening at 7pm that night.

Why:

This event will create a safe positive place for the youth of the Vancouver area to skate well while empowering them to make a difference in their community. This event is needed because there is a void for the youth in the community who like to skate, but lack the proper facilities. The project and competition will bring youth together to share in their passion creating an empowering environment for youth.

Summary of Benefits to Partner:

The Vancouver Skate Park Coalition provides a valuable opportunity for Blink Skate Shop as a potential partner to advertise to a very empowered specific demographic population while supporting a community project which will benefit youth from around the Vancouver area. Depending on your level of sponsorship, we can offer you a chance to speak at the awards ceremony, opportunities to hang banners and have a booth set up with your company information. Sponsors will also be recognized on all our promotional materials and press information. As well as having this opportunity to

advertise to such a specific demographic group, you will be contributing to your local community. Your contribution will make this event a success and guarantee that youth from all over the lower mainland area will have a place to become empowered and follow their passion.

For More Information Please feel free to Contact:

Chris Keith

Vancouver Skate Park Coalition

Chriskeith@email.net

Ph: 453-3453

Fax: 453-3548

Sample Thank You Letter

Dear Mr. Thatcher,

I just wanted to personally thank you for partnering with the Vancouver Skate Park Coalition for the skate park project.

Your contribution made this amazing event possible. As I am sure you agree the event was an outstanding success and gave youth that opportunity they needed to get involved with what they love. It is to forward-thinking companies such as Blink Skateboards that the success of this project is owed.

Thank you once again, Mr. Thatcher. If you ever have any question or want to be updated on what we are doing at the Vancouver Skate Park Coalition, feel free to contact me at chriskeith@email.net.

Yours truly,

Chris Keith

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

V.S.P.C. (LOGO)

Chris Keith

Vancouver Skate Park Coalition

Chriskeith@email.net

Ph: 453-3453

Fax: 453-3548

Youth Work Together: Skateboarding to Empowerment

Vancouver, BC, November 1st 2003- Tired of being pushed aside and having no place to come together, a group of motivated youth have formed the Vancouver Skate Park Coalition and are shaping their community with their vision.

Following their passion of skateboarding, these leaders of tomorrow are hosting a nation-wide skate competition to open up the new skate park in Vancouver BC. They have raised money and have built a skate park. This is the first ever skate competition which will be completely focused on empowering youth to become involved- giving community service a new face and a new cool. Community organizations from across the country will be present, alongside skate shops and skate teams, presenting opportunities for these youth who will be engaged in the inaugural VSPC Skate Competition- all motivated by their passions.

The Skate Competition will be held on the 12th of December, 2003 beginning with

— More —

Youth Work Together: Skateboarding to Empowerment**Pg 2**

the opening event at 10 am. There are already over 100 youth registered to participate in the competition and over 50 community organizations slated to be present. This event will be the first in the country to bring together both community partners and youth in the venue of a skate competition. Both adults and youth are welcome to attend with invitations having been extended out to notable guests such as the mayor and city councilors for Vancouver. At the event, there will be a full day skate competition as well as local bands and presentations at the main stage throughout the day. The final awards will be given at 4 pm at a ceremony with keynote addresses from community leaders and skateboarding legends.

Together the 10 youth who have formed the Vancouver Skate Park Coalition have shaped their community and are bringing together their passion with community action. This event will bring together all of the leaders from both the skateboarding world as well as the community service world. For more information or interviews please contact:

Chris Keith
Vancouver Skate Park Coalition
Chriskeith@email.net
Ph: 453-3453
Fax: 453-3548
www.Skateparknow.ca

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Sample Invitation Letter

February 27, 2003

Blink Skateboards
#45 1223 Robson Street
Vancouver BC, V8R 5H4
CANADA

Dear Youth Advisory Council Chair,

My name is Chris Keith and I am representing the Vancouver Skate Park Coalition in Vancouver. The Vancouver Skate Park Coalition is opening a new skate park and holding a skate competition to raise awareness for youth participation on the 12th of December. I would like to invite you to attend the opening ceremonies of the competition at 10am on the 12th of December. There will be space for your organization to set up a booth promoting your activities as well as promote youth participation. We are all very excited about this project and hope that you will be able to attend. I would love to hear from you and answer any questions you may have including the format of the day or anything else. You can contact me at 453-3453 during the day or you can email me at chrisketh@email.net anytime. I will try to contact you within the next week if I do not hear from you. I look forward to speaking with you and seeing you on December 12th.

Sincerely,

Chris Keith
Vancouver Skate Park Coalition
Chrisketh@email.net
Ph: 453-3453
Fax: 453-3548

Sample Meeting Agenda

**Vancouver Skate Park Coalition Project Planning Committee
Meeting Tuesday, October 8th
3:30 p.m. – 5:00 p.m, Room A002**

Agenda

1. Introductions and Welcomes
2. Review and Adopt Minutes from October 1st Meeting
3. Reports
 - 3.1 Sponsor Report- Carl
 - 3.2 Location Report- Chris
4. Setting the Date of Project
 - 4.1 Local Skate Calendar
5. Theme of Competition
6. Logistics of Ceremonies
 - 6.1 Security???
 - 6.2 Audio Visual Equipment???
7. New Business –New Sponsors
8. Upcoming Events
 - 8.1 Group BBQ Bonding Friday
9. Next Meeting

Meeting Adjourned

Sample Meeting Minutes

**Vancouver Skate Park Coalition Project Planning Committee
Meeting Tuesday, October 8th
3:30 p.m. – 5:00 p.m, Room A002
Minutes**

Next meeting will be **Monday October. 12 at 6:30**

Present: Keith, Dave, Jonas, Carl, Chris and Aaron

1. Everyone Introduced themselves and gave formal introductions of work done in past. Everyone had a variety of experience from previous skate competitions to children's rights work.
2. Minutes adopted from October 1st Meeting
3. Reports.
 - 3.1 Carl let everyone know that he has been approaching all his sponsors with a lot of success and had now reached his fundraising target of 2000 dollars. Everyone discussed new ways of raising new money. A charity dinner was suggested.
 - 3.2 Chris reported that he has organized all of the final details regarding the skate parks location and the construction is on track for the opening ceremonies.
4. The date was decided to be December 12th for the event. We took into consideration other skate events that were happening around town according to the Skate Calendar.
5. The theme of the competition is going to be "the concrete beach". It was much debated, but everyone agreed through consensus that the theme should be "concrete beach"
6. Logistics
 - 6.1 Security was discussed and decided that it would not be an issue. It was decided that Aaron would look into if other skate competitions in the past needed security and where they got it.
 - 6.2 We talked about the need of Audio Visual Equipment and came up with the solution that we would rent a DJ to control all of this. Keith is going to price them out for next meeting.
7. There was no new sponsors this week or any other new business
8. Everyone decided that they are excited about the BBQ and ready to relax after all of this work planning the event.
9. The Next meeting is **October. 12th at 6:30**