

Environmental Project Planner

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Identify the problem you want to address- <i>(Try to summarize it in one short sentence)</i>			
Set a reachable goal <i>(Try to summarize it in one short sentence)</i>			
Why is this issue important to you? <i>(Try to summarize it in one sentence)</i>			
What Controversy , if any, do you anticipate being associated with this project?			
What will you do to handle this controversy?			
Define your Audience: Who needs to hear your message?	Audience 1:	Audience 2:	Audience 3:
What Message(s) is most likely to help each audience listed above to change their behavior?	Audience 1 Message:	Audience 2 Message:	Audience 3 Message:
What Communication Tool(s) is most likely to reach each audience with the targeted message?	Audience 1 Tool:	Audience 2 Tool:	Audience 2 Tool:
Define Actions needed to reach your goal	1.	2.	3.
Inventory Resources	List what you have here	List what you'll need here	List sources where can you get it here:
Potential Partners	List the type of assistance / expertise you'll need 1. 2. 3. 4.	List people/ agencies / groups who can help 1. 2. 3. 4.	
Timeline: (When will your project be complete? Set some deadlines along the way)	What will happen 1. 2. 3. 4.	Who will do it? 1. 2. 3. 4..	By when? 1. 2. 3. 4.
Promote / Communicate about your event	List what form your communication needs to be in	List the potential media you can use to promote your event	
Evaluation: Did you achieve your goals? If not list some reasons you weren't completely successful	1.	2.	3.
List some ways you will change this project in the future to be more successful	1.	2.	3.

Five B's for Project Success

1. **Be Prepared:** Arm yourself with facts and background knowledge.
2. **Be Positive:** Be for something you care about, not against.
3. **Be Respectful:** Avoid the tendency to generalize and stereotype, two pitfalls that sap energy, optimism, and good will and that lead to confrontation.
4. **Be Persistent:** Don't let setbacks or early failures derail your project. Re-think your plan, brainstorm new approaches, and try again.
5. **Be Flexible:** Surprises can be opportunities for fresh approaches; they create times to stop and assess your project in light of your experience. Are you still on track? Can things be done better? Make changes in your plan if the circumstances require it.