

Impact OK!

Project Planning Template

Student/Group Name: _____ Class/Grade: _____

Complete this template before you begin your campaign. This is your roadmap, you should refer back to it as you work and update it as your plans evolve.

PART 1: YOUR ISSUE What environmental issue are you addressing?

What topic does it fall under? *(circle one)*

Litter & Recycling / Water Quality / Wildlife & Habitat /
Pollinators / Native Plants

Where is this issue happening (your school, neighborhood, city)?

Why does this issue matter to you personally?

In one sentence, summarize your issue and why it needs to change:

PART 2: YOUR EVIDENCE

What evidence do you have that this is a real problem? List at least three sources or pieces of evidence:

Who or what is most affected by this issue?

Is the impact equal across different groups of people or communities? Explain:

PART 3: YOUR GOAL

What change do you want to see as a result of your campaign?

Who are you trying to reach or influence? *(circle all that apply)*

Students / Teachers / School Administration / Local Government /

Community Members / Businesses / Other: _____

What is your call to action - what do you want people to DO?

How will you know if your campaign worked? What does success look like?

PART 4: YOUR FORMAT

What format will your final submission take? *(circle one)*

Campaign or Documentary-Style Video / Poster Series / In-Person Presentation

Why did you choose this format for your issue and audience?

Use the checklist below based on your chosen format:

If Video:

- ☐ We have a clear story arc: problem, evidence, impact, solution, call to action
- ☐ We have identified locations to film
- ☐ We have a plan for interviews or narration
- ☐ We have access to filming and editing tools

If Poster Series:

- ☐ We know how many posters we're making and what each one covers
- ☐ We have a consistent visual theme planned
- ☐ We know where our posters will be displayed or shared
- ☐ We have identified our strongest visuals and data points

If In-Person Presentation:

- ☐ We have identified a venue
- ☐ We have a structure for our presentation: problem, evidence, impact, solution, call to action
- ☐ We know how long our presentation will be
- ☐ We have a plan for visual aids or supporting materials

PART 5: YOUR TEAM

List your team members and each person's primary role:

NAME	ROLE

What is your timeline? Write out your target dates for each milestone.

MILESTONE	TARGET DATE
Project Planning Started	
Research complete	
Draft/outline complete	
Documentation complete	
Final submission ready	

What resources or support do you need to make this happen?

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Data & Impact Sheet

Student/Group Name: _____ Class/Grade: _____

Complete this sheet after your campaign is finished. It helps you measure what you accomplished and communicate your impact clearly in your final submission.

PART 1: REVISITING YOUR ISSUE

What issue did you set out to address?

What change did you hope to create? (refer back to your Project Planning Template)

PART 2: YOUR DATA

List the data and evidence you gathered during your investigation. Include both data you collected yourself and data you found through research.

Data You Collected:

What You Measured or Observed:

How You Collected It:

What You Learned:

Data You Found Through Research:

Statistics and Finding Sources

Why It Matters to Your Issue

PART 3: YOUR REACH

How many people did your campaign reach? (estimate if exact numbers aren't available)

How did you reach them? (check all that apply)

- ☐ In-person presentation ☐ Poster or visual display ☐ Social media
- ☐ Video ☐ Conversations or interviews ☐ Other:

Who responded most strongly to your campaign? Why do you think that is?

PART 4: YOUR IMPACT

What changed (or started to change) as a result of your campaign?

What evidence do you have that your campaign made a difference?

Did anything unexpected happen - positive or negative?

Did your campaign reach the goal you set in your Project Planning Template?
Explain:

PART 5: LOOKING FORWARD

What would the next step be if you could continue this campaign?

Who would need to be involved to create lasting change on this issue?

What advice would you give to a student taking on this issue next year?

PART 6: INDIVIDUAL REFLECTION

Name: _____ Group Role: _____

Please complete this reflection as an individual, not in your group.

What was your most important contribution to this campaign?

What is one skill you developed or strengthened through this process?

What do you know now that you wish you had known at the beginning?

What are you most proud of?

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Documentation Guide

Student/Group Name: _____ Class/Grade: _____

Use this guide throughout your campaign to record what you do, what you find, and what happens as a result.

WHY DOCUMENTATION MATTERS

Anyone can say they care about an environmental issue. Documentation proves you did something about it. Photos, records, data, and reflections are what transform your campaign from an idea into evidence of real change. Strong documentation makes your final submission more powerful and gives you evidence of real impact!

WHAT TO DOCUMENT

Use this checklist throughout your campaign. Check all that apply as you collect:

Your Issue

- ☐ Photos or video of the problem in your community
- ☐ Screenshots or saved copies of research and articles
- ☐ Notes from interviews with community members, experts, or officials
- ☐ Data or statistics that prove the problem exists

Your Process

- ☐ Photos or video of your team working (planning, researching, creating)
- ☐ Notes from team meetings - what did you decide and why?
- ☐ Records of outreach (examples: emails sent, calls made, meetings attended)
- ☐ Drafts or early versions of your materials showing your process

Your Reach

- ☐ Photos or video of your campaign in action
- ☐ Records of how many people you reached (attendees, views, responses, etc.)
- ☐ Screenshots of social media posts or digital outreach
- ☐ Feedback or responses from your audience

Your Impact

- ☐ Evidence of any change that resulted from your campaign
- ☐ Quotes or testimonials from people who engaged with your work
- ☐ Before and after comparisons where applicable
- ☐ Reflection on what worked and what you would do differently

HOW TO DOCUMENT WELL

Photos and Video

- Capture before, during, and after whenever possible
- Include people in your shots where you can
- Always get permission before photographing or filming people
- Label your files clearly as you go so nothing gets lost

Written Records

- Keep a running log of dates, actions, and outcomes
- Save copies of everything like emails, articles, data in one shared folder
- Write brief notes immediately after meetings or events while details are fresh

Interviews

- Ask open-ended questions like "what do you think about..." rather than "do you think..."
- Take notes or ask permission to record
- Always note the person's name, role, and the date

CONNECTING DOCUMENTATION TO YOUR FINAL SUBMISSION

If your format is...	Your strongest documentation will be...
Video	Footage of the issue, your process, interviews, and your campaign in action
Poster Series	Photos, data visualizations, quotes, and before/after comparisons
In-Person Presentation	Data, photos, interview notes, and audience feedback

CAMPAIGN LOG

Use this table to track your actions as you go.

Date	What We Did	Who Was Involved	What Happened	Notes