

The steps you should follow so you can,
“Start Something that Matters”

1. Observe a community need
 - What is the problem?
 - What/who is your community?
2. Research how you can help
 - Is there a solution?
 - What are your solution options?
3. Decide on solution (idea/product)
 - What are you going to do about it?
4. Determine target audience/market
 - What group of people are you going to be seeking help from?
5. Gather resources and people (community members)
 - Who has expert knowledge?
 - What materials do you need?
6. Test out product or idea
 - Are there any holes in your plan?
 - What could go wrong?
7. Raise Awareness for your product or idea
(Advertising)
 - How are you going to spread the word?
8. Use teamwork to carry out your plan
 - What is everyone's role?
9. Follow through and give back to the community
 - Did you address the community need?
10. Reflect on the process
 - What did you learn from this experience?