

Effective Social Action

Giving Nation is your chance to create a difference to the world around you. Use this opportunity to make your mark and create a lasting impression.

Once you've come up with a project proposal, take a look and see if it meets the guidance below. If your project idea doesn't meet the criteria you should probably spend some more time thinking through your ideas...

1. Decide what you want to change

Social action starts with the issue - NOT the activity. Your first step should always be identifying what you want to change and why. Making sure your whole team gets behind your chosen topic will help you win support.

2. Connect your activity to your issue

Think about it - if you're trying to raise awareness of child poverty, holding a cake sale probably won't cut it! The stronger the link between your activities and your cause, the more memorable it will be to your audience.

3. Set meaningful success criteria

Your project should have a real benefit to the community or your cause. Whether you decide to campaign, fundraise, volunteer or set up a social enterprise you need to know exactly what it is you're trying to achieve. Make sure the targets you set yourself are challenging, but also realistic.



Remember: the more you put in to your activities, the more you get out.



4. Grab people's attention

Be creative and try and think of an idea that no-one has done before. The more creative you are the more likely people will take notice of what you're doing. What skills and talents do you already have? Think about how you can use your group's strengths to benefit your cause.

5. Go beyond the school gates

Get out there and push boundaries. The best projects involve people from the wider community. Use your networks and communities and enlist supporters. Contact local businesses and MPs, and get local newspapers and radio on your side.

6. Work as a team

Even the most creative and exciting project ideas need to be achievable - make sure you have enough time and resources to achieve your goals. Break down your project into manageable chunks and ensure everyone has a definite part to play.