

YOUTH TAKING ACTION:

PLANNING A SOCIAL JUSTICE ACTION

Plan how you're going to tackle a social justice issue.

Whether you're raising awareness, fundraising or taking direct action, it's always good to think things through from beginning to end. Here's some questions to help guide you in the process. Once you've answered these questions, you'll be ready to make a step by step plan, knowing that you'll achieve your goals.

What kind of action should you take?

Consider: What needs to happen to create change in the issue you care about? Is it raising awareness? fundraising? or something else..? In other words, what will be the purpose of your action? (Hint: Sometimes you can do two at once!)



How are you going to do it?

Now that you've determined the purpose, what's your action going to be? e.g. an article in the school newsletter? a dramatised debate at a school assembly? a bake sale? a competition?



What's your goal?

How many petition signatures? How many people at an event? How much money raised? Hint: Raising awareness can be hard to measure! Consider how you will get feedback. It can be as simple as having some follow up conversations after the event, or running a quick survey to see if any opinions have changed.





What's your timeframe?

When will you be able to do this?
What is your deadline? Consider your
'audience'. Does your timeframe suit
them?



Check in: Is this achievable?

Brainstorm a quick and rough list of the tasks that you think will be involved
in this action. Do you have time for it? Can you go bigger? Do you need to go
smaller? (Make adjustments as needed). Then, put your tasks into small steps
to help you achieve your goal.



What help do you need?

Whose help do you need? What supplies and equipment do you need? Where
can you get these things?



**Depending on your action, you might now like to put all of the above into a step by step
plan.** Remember to include key dates, deadlines and contacts.

Tip: Gaining permission and making bookings for venues is often the first step for events.

Other things to think about

- How are you going to record your action so that people know about it? (photos, articles, social media).
- Who could review your plan to give advice and ensure you haven't missed something?
- Who will provide encouragement along the way? (and celebrate with you when you've reached your goal!)

