

No Limits Action Planning Guide

Having Trouble Getting Started?

No worries! No Limits understands that there is a lot of work in getting your activism activities off the ground! It doesn't matter whether you are holding a large event that is going to attract hundreds of people like a **Battle of the Bands Competition** or you are going a little smaller, such as a **Letter Writing Campaign**, No Limits has the guide that will help you! Just follow these simple steps, and you'll be ready to accomplish anything!

Where Do I Begin?

There are several things to consider as you start planning for your activism activity or event. As you sit down with your group, answer these questions and you'll be well on your way to being activism pros!

What issue/cause are you tackling?

- Tobacco-Free Schools
- Tobacco Industry Marketing
- Smokefree Workplaces
- Hollywood & the Tobacco Connection, etc.

Why are you tackling this issue? How do you know it is an issue?

- Because you see teens smoking at your school!
- Because you know that the industry spends millions of dollars targeting teens in Nebraska! (\$80.1 million in 2003!!!)
- Because you work in a restaurant that is full of smoke!
- Because you constantly see your favorite actor or actress smoking in the flicks!

What do you want to accomplish? What is your ultimate goal?

- Do you want to increase awareness among your peers?
- Do you want to recruit more members to your group or to No Limits?
- Do you want to gain media exposure for your group or No Limits?
- **DO YOU WANT TO MAKE SERIOUS CHANGE IN YOUR COMMUNITY?!**

What message are you sending and to whom?

- Do you have a catchy phrase or a tagline that you want people to walk away with?
- Who is your target audience? Is it teens in your school, elected officials, the media, Big Tobacco, Hollywood, or is it to none or all of the above?!

What actions or activism activities are you going to do?

- Do you think your group can realistically pull it off? If not, what changes can you make to ensure that you will succeed?!

Do you think your plans or activities will actually influence someone to change?

- If not, what steps can you take to realistically cause change?
- Remember, different actions and messages influence different audiences!

What's Next?!

Now that you've figured out what it is that you want to do, who you want to reach, and what message you want to send, it's time to figure out how you're going to pull it off! With your group, answer these questions and split up these tasks to make sure your event is a huge success!!!

When do you want to hold your event?

- What other activities are taking place in your school or community at that time (homecoming, state tournaments, town festivals, etc.)?
- Can you attach your activism event/activity to those school/community events?
- Are the people at these other events part of the target audience that you identified?

What supplies or materials do you need for your activism activity?

- Which businesses can you ask for donations?
- How much do you have budgeted for these supplies/materials and who is responsible for making sure you stay within your budget?

Who will be doing what? What are the tasks that need to be accomplished in order to succeed in your activism activity?

- Do you have a leader of your group? If not, how are you delegating assignments?

- How will you hold the group members accountable for their assigned tasks/responsibilities?
- Is your activity legal? If you have any questions about whether or not it might be considered illegal, call No Limits at 1.866.FYI.TEEN.

Do you have a timeline with deadlines for the tasks?

- When breaking down your action plan into steps, make sure you include the deadlines for each step or task.
- Also, make sure you set realistic deadlines that you will be able to accomplish! The more time you have to plan, the better you will succeed!

Donations! Donations!! Donations!!!

Can't stress this one enough!!! Donations are the key to making any activism activity or event a huge success. Think about it this way, the more you get in donations, the more you can spend your fiscals on other much-needed areas! Here are some simple tips on getting the most out of your buck while getting someone else to give you theirs!!!

What are the costs associated with your event?

- Do you have a list of all of the supplies and items that you will need for your activism activity?
- Have you guesstimated the cost of each item? If not, do so now!

Where can you get the supplies for the event?

- Make a list of all of the stores and businesses which have the supplies you need? Once you've done this, figure out which stores will be most likely to give a donation.

Are you giving away prizes or some other incentive?

- If so, which businesses have the prizes you want to give away?
- Make another list of all of the stores or businesses that have the supplies that you want to give away!

Write a letter explaining your activism activity or event.

- When asking for donations, it usually is best to do it in person. That way the business manager or owner can associate a face with the group.

- However, businesses often would like a letter explaining the event, what their donation will be used for, and how it will be benefiting the group and community.

Make contact.

- Before you jump in the car and head out, call and ask for the name of the manager/owner and ask when would be the best time to reach them. You never want to go to a business or restaurant when they are busiest!
- Wear your best! You don't have to wear your Sunday suits or dresses, but make sure you are not wearing anything that might be offensive to some people.
- BRING TWO COPIES OF YOUR LETTER! Make sure you have at least two copies of your letter, one for you and one for the manager. This way you can use it as a reference when explaining your activity!

Action Plan Outline

Now that you've identified the tasks and challenges for planning your event, it's time to put it down on paper! Use the following sheet(s) to jot down your event plans!

Name of Event: _____

Date(s): _____

Time(s): _____

Goal(s)/Issue(s):

Message(s):

Supplies & Materials:

Incentives/Prizes:

Donations Needed:

