

**YOUTH VENTURE
SUSTAINABLE
ACTION PLAN**

STEP 0: BRAINSTORMING

You can use this chart to help you brainstorm ideas for a Venture. Think about the following questions, and record your answers below.

- **What are your interests?** What are you passionate about doing?
What do you do for fun, with your friends, in your free time?
- **What are your skills?** What do you bring to the table? What are you good at doing?
- **What problems or issues do you see in your community?**
Your school? Your neighborhood?
- **Who needs your help?** What groups of people, what communities do these issues affect?

Now think creatively about ways to connect them. For example, maybe you are interested in the outdoors, know how to cook over a fire, see many students with nothing to do on the weekends in your community, and want to work with the elderly. One way to combine these ideas would be a camping group that brings together students and the elderly for weekend trips. The first chart below shows some more examples.

Sample Venture Brainstorm

Interests and Passions	Skills	Problems	Groups	Potential Venture
skateboarding	cooking	racism	school workers	A theater group that works with new immigrants to write and produce plays about racism.
plays	karate	teen pregnancy	new immigrants	
fashion	writing	bad cafeteria food	young mothers	
dogs	talking with people	no art classes	students	

Brainstorm Your Own Idea

Interests and Passions	Skills	Problems	Groups	Potential Venture

■ **STEP 1: FIND YOUR COMMUNITY ISSUE**

In the previous step, you brainstormed how to connect your passions and problems. Here we narrow down your choice of community issues. Of all the issue you have come up with so far, which one speaks to you the most?

■ **The issue I care about is:**

■ **Who does this issue affect? Who is involved?**

■ **What are the signs of the issue? How do you know it exists?**

■ **Where does the issue occur?**

■ **What assumptions and beliefs contribute to the issue?**

■ **What will the community be like if this problem persists?**

■ STEP 2: RAISING AWARENESS

In the Action Steps above, we learned how to talk to people one-on-one about your community issue. The next step is to talk to a lot more people. Let's brainstorm how to get the word out to as many people as possible.

■ Give your Campaign a name:

■ What does your Awareness Raising Campaign look like? What do you need to do to get started?

■ What does your perfect campaign announcement look like? Sketch it below:

■ Who else should you get involved? What skills do they have & what jobs should they do?

Name	Skills	Job
<hr/>	<hr/>	<hr/>

ACTION ITEM

Now it's time to run your awareness campaign. With the helpful team you've assembled, and all the knowledge you have about your community issue, it's time to tell everyone about it. Get out there and tell everyone! Reflect on your campaign below.

REFLECTION

What went well with your campaign? What didn't go well?

What feedback did you get from the community?

What lessons did you learn from running the campaign?

STEP 3: SOLUTION CREATION

What is your Venture going to be? You've told everyone about your issue, and in the process, you have hopefully learned even more about what the issue is, and how you want to take it on. Your solution is going to be most successful if you work with your passions and skills, and the passions and skills of your team members. Use the space below to revisit the brainstorming you did earlier, and come up with a truly unique and powerful idea to address the issue you are so passionate about.

Brainstorming

Combine your favorite answers from the brainstorming session at the beginning of the process, and use them to come up with a unique idea that addresses your community issue.

Interests	+	Skills	+
_____		_____	
Problem	+	Groups	=
_____		_____	

What is your Venture idea?

Who will your Venture serve?

What will your venture do? Be specific:

■ ACTION ITEM

Coming up with a name for your Venture is an important step. The name you choose says a lot about who you are and what you want to accomplish. Try to have fun, but remember that this will be the first thing people hear when you talk to them about how you want to help the community. Take this Action Item seriously!

■ What is your Venture called?

■ ACTION ITEM

■ **Every journey starts with a single step.** Challenge yourself to figure out the first three steps you'll need to take to get your Venture started. Do you need to assemble a team? Do you need to raise money? Do you need a website or Facebook page? What do you need to do to start your Venture on the road to success?

Step 1	Step 2	Step 3
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■ **You've already assembled a team for the awareness campaign.** Are these people going to help run the Venture as well? Do you need new people? Who is on your team?

Name	Skills	Job
<hr/>	<hr/>	<hr/>

ACTION ITEMS

**Tell your
parents about
your idea**

**Tell at least 3
classmates about
your idea. Get their
feedback or questions.**

**Recruit at least
one more team
member to
your Venture.**

REFLECTION

What did your parents think about your idea?

What kind of feedback did you get from your classmates?

What questions did your classmates have about your Venture?

Did you recruit any more team members? How did you recruit them?

STEP 4: GOALS

A goal is a result you want to work towards. Once a goal is set, it can be broken down into specific steps. You will have more time to think about the steps for each of these goals later. For now, list the main goals of your Venture.

Tips

- A good way to evaluate your goals is to make them **SMART**. Ask yourself, are your goals **S**pecific, **M**easurable, **A**ctionable, **R**ealistic and **T**imely?
- It's helpful to make an **EQUAL** number of short-term and long-term goals. (For example, if you start with four goals, make sure that two of them are short-term and two of them are long-term.)
- Some of your goals should reflect how your Venture will be **SUSTAINABLE** and **COMMUNITY-BENEFITING**.

GOAL 1

GOAL 2

GOAL 3

GOAL 4

STEP 5-A: BUDGET - EXPENSES

Budgeting for a Venture is by no means a simple task. Below, you will find a quick worksheet to help you figure out some of the most basic expenses your Venture will have. We'll talk about income in the next step.

Supplies/ Expenses	Cost of One	Number Needed	Total Cost (Cost of One x Number Needed)	When will you need it?	What part of your venture do you need it for?
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
All Expenses:					

ACTION ITEM

When you are starting your Venture, you may find that you get a lot of the supplies you need from your school, family or community. These are called "In-Kind Donations," and they don't count towards your expenses. If you have any of those listed above, subtract the cost to find your real expenses.

All Expenses		-	In-Kind Donations		=	Total Expenses	
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■ STEP 5-B: BUDGET - INCOME

Budgeting for a Venture is by no means a simple task. In the last step, you figured out what basic expenses your Venture will have. In this step, we'll walk through one way to raise the support you'll need to make your Venture a success.

- **Set a goal for how much money you need to raise/earn.** *(For now, use the Total Expenses from the worksheet in Step 4)*

- **What are you going to do to make your idea sustainable?** How will you bring in money? Think outside the bake-sale!

- **Timeline** - Do you want to do one big event or something that is ongoing? How will you make sure you stay on track?

- **What are the first three steps you need to take to accomplish your income goal?**

Step 1

Step 2

Step 3

STEP 6: TIMELINE

Whether you want to do just one event, or create an organization that will continue working on your issue for years, you will need a timeline to get started. Take your first three steps from Step 3, and your goals from Step 4, and figure out where they fit on the timeline. Work on filling out the months, so you have a good idea of how you need to spend your time.

MONTH 1	MONTH 2	MONTH 3
MONTH 4	MONTH 5	MONTH 6
TIPS	MONTH 7 & BEYOND	
<p>Some things to consider including in your timeline that will help you achieve your Venture goals:</p> <ul style="list-style-type: none"> • <i>Meetings</i> • <i>Team-Building Activities</i> • <i>Events/Event Planning</i> • <i>Finding Partners</i> • <i>Volunteer Recruitment</i> • <i>Fundraising</i> • <i>Marketing/Advertising/P.R.</i> 	<p>Identify future plans and outline ideas for growth.</p>	

REFLECTION

What will your Venture look like in the future? Where could it be three years from now?

What challenges are you currently facing? Who could help you with those challenges?

What steps of planning your Venture did you spend more time on than you thought you would? Who could have helped you then?

Do you have all the tools you need to be successful? What else do you need to think about going forward?
