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What?

This step establishes the purpose of your project. In this step you will develop a broad goal, as well as the organization and type of activity you will conduct.

Ex: We will raise money to aid multiple sclerosis research

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Objective

This is the main planning stage of your project. You will develop a quantifiable, purpose driven goal with a specific plan on how to achieve it.

Ex: We will raise \$500 to aid M.S. research by holding a 5k on Dec. 1

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Recruit

This is the advertisement stage in your planning process. You will get members and participants involved through thorough descriptions of the goal, and reinforcement of dates and important information.

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Drive

This is the execution stage of your project! This stage will utilize leadership on your officer team or in membership to orchestrate a successful event. You will develop a pre-event checklist to make sure you have everything you need and a plan of action to ensure the event runs smoothly and everyone involved is well informed.

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Summarize

This is the post-event stage of your project. In this step, you will have a debriefing session with your volunteers and leaders from your event to reflect on what went well and what could be improved. In this session, you will compile a document of successes, areas for improvement, and ideas for the coming years to ensure continual growth.