



Provided by [Good Point](#) for #ClimateOfChange

WORKSHEET

You can use this worksheet to develop creative activities. Do it together with colleagues of your organization or ask friends – brainstorming in a group is more fun and effective! Just start from the top and take some minutes for each section.

GOALS

Spend some time clarifying an aim for action:

AUDIENCE

1. BRAINSTORM the kinds of people to reach with this.
2. START with big categories: teachers, students, etc.
3. SELECT one of the most important categories. UNIVERSITY STUDENTS
4. WRITE an imaginary “persona”:

Include:

—NAME, AGE, LOCATION, OCCUPATION

—FRUSTRATIONS AND HOPES IN LIFE

—HABITS/HOBBIES AND APP/DEVICE USAGE



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RESOURCES

What do you have at your disposal?

Write down EVERYTHING per category:

—MONEY

Is there any?! Are there limits to how it can be used?

—TIME

How much time do you and your team have?

—SUPPORTERS

How many people could help with what?

—INFLUENCE

Can you get to certain people in positions of power or with reach?

—SKILLS/ABILITIES

What can you, your team, or wider supporters provide, to make this a success?



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CREATIVE IDEAS

1. Take someone else's document – if possible switch projects as it's sometimes easier to be creative with other people's ideas
2. Read through the content
3. CONSIDER aim, audience, resources
4. BRAINSTORM creative campaign ideas!

—BE AS CREATIVE AS POSSIBLE

—TRY TO USE ALL LISTED RESOURCES

—DRAW/UPLOAD SKETCHES IF YOU WANT

—WRITE DOWN YOUR BEST IDEAS!