



## **INVESTIGATE**

**WHAT'S THE ISSUE? - WHY IS IT IMPORTANT?**

**WHO IS YOUR AUDIENCE? - WHAT DO YOU HOPE TO ACHIEVE?**

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**So, what do we want to achieve?**

### **OUR GOALS**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

[tip – short, clear goals help you focus your project]

# FORMULATE

## EVENT/PROJECT IDEAS BRAINSTORM SPACE

Does it fit your goals? Can it reach your audience? Can it connect with other people or organisations?

We have some mindmaps on the Mental Health Month website that you can use -

[Link to Mind Map here](#)   [Link to Mind Flow here](#)

## PLAN:

Resources – are there things you already have/skills someone in your team already possesses? Or do you need to source things somewhere else? It can be a good idea to do a small audit of what you have – some people have skills that you might not know about!

### What we Have

People	Items	Other

### What We Need

People	Items	Other

## TIMELINE

[tip – work backward from your event/project date]

### NOW

Task 1

Task 2 (etc)

EVENT

[You can find a sample timeline worksheet here](#)

# BUDGET

## Breakdown

Items/Collateral/Consumables – this might include flyer printing/markers/paper, etc

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One-off costs – e.g. venue hire, PA hire

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Staffing costs – speaker fee, musician fee, extra work hours

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## Calculate

Costs	
<b>Total costs</b>	<b>\$</b>
Income	
<b>Total Income</b>	<b>\$</b>
<b>TOTAL PROJECT BUDGET</b> (total income minus total costs)	<b>\$</b>

# COLLABORATE

## COLLATE

Make a list of everyone you should contact to collaborate, invite, or consult with, and include contact details:

Name\_\_\_\_\_ Organisation\_\_\_\_\_ Contact\_\_\_\_\_

Name\_\_\_\_\_ Organisation\_\_\_\_\_ Contact\_\_\_\_\_

Name\_\_\_\_\_ Organisation\_\_\_\_\_ Contact\_\_\_\_\_

Name\_\_\_\_\_ Organisation\_\_\_\_\_ Contact\_\_\_\_\_

Name\_\_\_\_\_ Organisation\_\_\_\_\_ Contact\_\_\_\_\_

## PROMOTE

Brainstorm the best ways to get your message out then prioritise them thinking about impact (how many people they might reach) and ease. Also think about how early they need to go out to make an impact – a press release will need to be timed to fit in with a publishing schedule, social media posts may benefit from being repeated a number of times, etc.

# EVALUATE

How will you know if your goals have been met?

e.g.

Goal

To stop people using straws

Indicators

- straws taken off counters in restaurants

- people using hashtag #nostraws on their Instagram posts

**TIP – qualitative and quantitative – counting and describing.**  
Evaluation usually falls into one of two categories, you can count things (people attending, number of social media posts, resources taken) or you can describe things (how people interacted, what people asked, actions taken by other organisations). When thinking about how to evaluate, ask if counting or describing is the best way to measure your success.

Goals	Indicators