YOUR GUIDE TO STARTING YOUR COMMUNITY PROJECT

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GREAT PEOPLE AND IDEAS TRANSFORM COMMUNITIES

BEGIN YOUR CHALLENGES

The 30 Day Challenge has been designed to get your project off to the strongest possible start by building momentum in the first month. Once you have completed this challenge your first funding payment will be unlocked. Once your project is up and running you will then need to complete your Impact Challenge to unlock the second and final funding payment.

1. YOUR 30-DAY CHALLENGE

Give your chosen community project the greatest chance of success by solidifying your team and deciding on your first shared action.

2. YOUR IMPACT CHALLENGE

Share the impact you are having in your community so we can inspire others through your successes and to access the rest of your funding to sustain your project.

30 DAY CHALLENGE CHECKLIST

☐ **Learn more about the idea you're starting**
Your 5-Step Guide (in the inside cover of this pack) includes all you need to know about the specifics of starting your project.

☐ **Schedule a call**
Pick a time that works for you to talk to a ChangeX team member about what's involved in your chosen project as well as to ensure that you understand the Guidelines & rules associated with the Challenge.

☐ **Find 5 interested people**
You already have your own project page on changex.org. Use the site to share the project with others and recruit neighbors, friends, or other folks with an interest to be your first supporters.

☐ **Set up a casual kick-off meeting**
Host a meeting with your team at your home, at a community center or in a coffee shop and come up with an action plan. You can use your page on changex.org to set up an event and invite people.

☐ **Share a team photo and your plan of action**
Upload a team photo taken at your first team meeting to changex.org. In addition, provide us with a narrative on what you will spend the funding on, what your next steps as a group will be, and how you hope the project will ultimately benefit your community.

☐ **Prepare to receive your funding**
Once you have completed all the steps above, you will be prompted to enter your payment details through our secure Stripe system. We'll do a quick review of your submission. You'll receive an email that your submission has been approved. Your funding will then automatically be transferred.

IMPACT CHALLENGE CHECKLIST

☐ **Activate your project in your community**
Follow your 5 step-guide and the action plan you developed during your 30 Day Challenge to bring your project to life. Ask us for support, whenever you get stuck.

☐ **Share your impact**
When we prompt you to, fill in a short survey to tell us about the impact your project is having in your community and share photos of your project in action. Then your second funding payment will be transferred.

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30 DAY CALENDAR

This calendar will help you to plan out your first 30 days. We've included some suggested milestones, but feel free to jot in any key dates or significant moments for you and your team.

1 Register & schedule call	**2**	**3**	**4**	**5**
6	**7**	**8** 5 people committed!	**9**	**10**	**11**
12	**13**	**14** Date set for the first team meeting	**15**	**16**	**17**
18	**19**	**20**	**21**	**22**	**23**
24	**25**	**26**	**27**	**28**	**29**
30 Deadline to submit your photo and post your action plan.				

TOGETHER WE CAN CREATE SUSTAINABLE, CONNECTED AND POWERFUL COMMUNITIES.

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HOW DO I FIND INTERESTED PEOPLE?

Here are a few suggestions for finding people to join you. You might already know the first couple of people or you might have to reach out to a wider group. Either way, your page on ChangeX makes it easy to share a link to your project as soon as you sign up, so others can quickly show their interest and join your group.

Start with people you know

- ☐ Talk about the idea to anyone you know who might be interested.
- ☐ Write an email or call five most-likely-to-get-excited friends.
- ☐ Send a text message to your closest group of friends, neighbors or colleagues.

Who's already working on this?

- ☐ Make a list of existing initiatives and places in your community relevant to your idea. Consider local clubs, schools, existing community groups or other groups that have people who have a similar interest.
- ☐ Contact the five people or groups that you believe might be most interested.

Put a call out

- ☐ Post the idea with a link to your page on changex.org on your Facebook page, Twitter, Instagram or any other social media channels you use.
- ☐ Put up flyers in spots where people who might like your idea hang out, such as coffee shops or community centers.
- ☐ Create a Facebook event for your kick-off meeting.

More ways to find people

Add your own ideas here to reach out to people in your community

- ☐ _____
- ☐ _____
- ☐ _____

Some extra tips on how to share the idea:

Don't be afraid to tell people why you're excited about this idea. Remember, excitement and enthusiasm are highly contagious!

Don't be afraid to post to social media channels three or four times! Include different information and details each time you post to increase the probability that people see your post.

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KICK-OFF MEETING AGENDA

Date & Time:

Things to bring:
Coffee and snacks, 5 Step Guides, a camera or phone with a camera, contact sheets, agenda, enthusiasm!

Desired outcome:

Sample Agenda:

1. Welcome attendees & introduce yourself
2. Ask others to introduce themselves and share why they're excited about this idea
3. Try to ensure that everyone gets to contribute and set a nice collaborative tone from the start
4. Spend 5-10 mins discussing your vision for the project and why you think it could benefit your community
5. Read and chat through the 5 Step Guide
6. Choose an action to complete as a group in the next week
7. Develop an action plan and decide how the funding will be spent
8. Take a team pic (this can be a simple selfie)
9. Agree on a regular meeting place for your group (success tip -> same time, same place, every week!)
9. Ask attendees to invite someone new to the next team meeting

What is your first action as a team?

After the meeting:
Share your action plan, plan for the funding and photos of your kick-off meeting on your ChangeX page to complete your challenge and unlock your funding.

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WHAT DIFFERENCE DO YOU WANT TO MAKE?

Here are some simple questions to get you thinking about why you believe
in this idea and how your community will benefit from it.

Your Own Story

Why do you believe in this idea and what's your personal reason for getting involved?
I'm starting this idea because:

_____

_____

People

Who do you want to reach?

_____

_____

Vision

What difference can this idea make in your community?

_____

_____

Impact

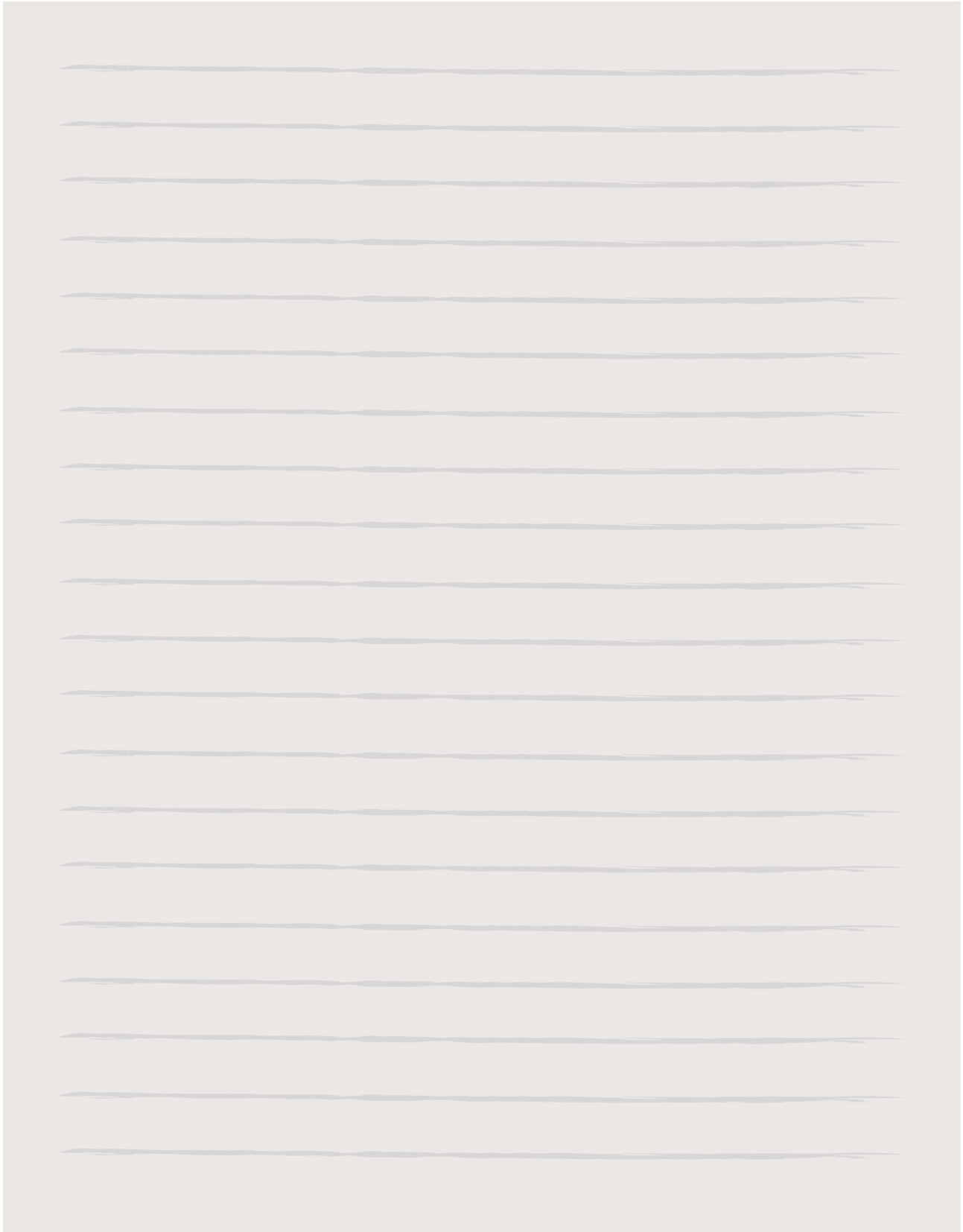Come up with one sentence that sums up your goal:

In the next _____ months we would like to reach _____ people to join us in

_____ (the difference you want to make)

SPACE FOR SOME NOTES

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STORIES FROM THE CHANGEX COMMUNITY OF STARTERS

"For anyone thinking about doing something like starting a Men's Shed in their community, my advice would be to avoid getting lost in the administrative work. Finding a venue, figuring out insurance, or trying to raise money aren't as energizing as just diving in! Start by just getting a few guys together to talk about the idea. Begin with something that doesn't need a venue or insurance."

Men's Shed Starter Phil Johnson

"I want to create an opportunity for people to build relationships and provide support and resources for families arriving in my neighborhood. I hosted a Welcome Dinner with Jonas and Diane and now we talk every week. They ask me about their kids going to school, how does the summer holiday work, how do I apply for a job, etc."

Welcome Dinner Starter Marina Alexio

"Reducing waste was something close to my heart, and Common Ground, a local community group in my neighborhood, is an amazingly fertile place to get ideas off the ground. I suggested the idea of a Repair Café the first time I went to a meeting there, and was immediately encouraged and helped to start it up."

Repair Café Starter, Toby Steele

Thanks to all the organizations who have teamed up with ChangeX to spread their ideas to create healthy, inclusive, sustainable, connected, and happy communities everywhere.

Repair Café	Generation Citizen
Cycling Without Age	Peace First
Trade School	Slow Food
Community Fridge	KaBOOM!
Walking School Bus	Roots of Empathy
Pop-Up Museum	GIY
Street Feast	CoderDojo
Open Orchard	The Last Plastic Straw
Poetry in the Park	Playworks
Pollinator Partnership	Men's Sheds
parkrun	Welcome Dinner
Outdoor Club	GirlTrek
SOUP	Welcoming America
Sambusa Sunday	Recycle Across America
Siel Bleu	Sow it Forward
World Savvy	Grow Remote
Map My Day	