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 the 30 Day Challenge your first funding payment will be unlocked. Once your project is up and running (in approximately 3-6 months time) 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

In 3-6 months time, share the impact you are having in your community and 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 4 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 safe kick-off meeting
Host a virtual (eg via Zoom, Hangout or Microsoft Teams) or physically distant meeting (ideally outside) and come up with an action plan for your project, including a COVID-19 safety 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 photo or screenshot taken at your first team meeting to changex.org and provide us with a narrative on what you will spend the funding on, what your next steps as a group will be, how you will keep COVID-19 safe, 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 complete a review of your submission and once everything is in order, your funding will then be processed (usually takes about 1 week).

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.
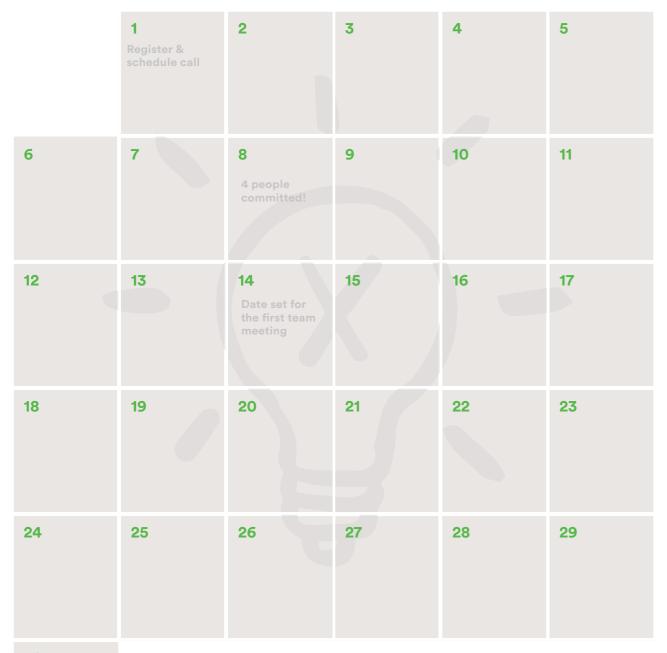
Share your impact
Once your project is up and running (in approximately 3-6 months) fill in the short impact survey on your page on changex.org and upload photos of your project in action. We'll send you reminder emails about this! Once you have completed these 2 steps your second funding payment will be transferred. If your project gets held up due to COVID-19 don't worry, we totally understand that your community's safety is the most important thing - please just keep us updated!

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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** 4 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.

COVID-19 Resources:
www.changex.org/pages/covid-19

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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, co-workers or neighbors.

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 changex.org page 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

☐ _____

☐ _____

☐ _____

Diversity & inclusion

We all have bias levels due to our background, but when we take the opportunity to understand some-one else's life and hold empathy for them we can thrive together and build stronger communities. When building your team, make the effort to connect with those in your comunity who are of different age, gender, language, race, religion, and sexuality. Our blogpost offers some further tips: https://www.changex.org/blog/diversity_and_inclusion/

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!

To connect with others taking part in the same community challenges as you elsewhere in the country, use these hashtags:

#ChangeX
#LoveYourCommunity
#SocialImpact
#MakingADifference

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KICK-OFF MEETING AGENDA

Date & Time: _____

Things to bring:
5 Step Guides, agenda, contact sheets and enthusiasm! If it's virtual, then you also need software such as Zoom, Google Hangout or Skype to organize the meeting, plus a computer or phone. If it's in person, then masks, hand sanitizer, coffee and snacks, and a camera or phone with a camera.

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, including a COVID-19 safety plan
8. Take a team pic (this can be a screenshot or simple selfie)
9. Agree on a regular meeting time 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 30 Day Challenge and unlock your first funding instalment.

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)

SHARE YOUR PROJECT WITH LOCAL MEDIA

We encourage you to share news about your community project through your local media or on social media. People can support your project in many ways and help often comes from unexpected places. So share the news about what you do widely. Here are a few tips in brief:

A GOOD TIME TO PITCH TO PRESS

1. When you receive the funding:
Let your local journalist know that you have been granted funding for your project.

2. Before an upcoming event or meetup:
If your idea is about an event that takes place regularly (e.g. Repair Café), make sure to invite a journalist to your first event. If it's not, come up with an idea for launching your project with a small community gathering if it's safe to do so.

3. When you hit a milestone:
Think about what the big achievements are for you and share the news. For a Community Fridge it might be something like: "10,000 kg food waste saved and redistributed to people in need."

HOW TO PITCH TO PRESS

Your pitch can be as simple as a phone call or an email or more elaborate, with a press release. But don't make things more complicated for yourself than neces-sary: You are doing something great for your community, your local newsroom will want to hear about it. Here is a short email example:

IMPORTANT TO NOTE...

When talking to journalists, it will be helpful to mention that your project is part of a bigger movement through the **#<corporate partner>CommunityChallenge**, with community teams activating social and environmental projects across the US. This helps to position your project in an exciting movement for change and gives you the opportunity to thank our corporate partners for their investment. Here's some suggested text you can use:

"This project is part of the <corporate partner> Community Challenge, supported by the <corporate partner> team to build thriving communities in <your City / State>, as part of their mission to contribute to long-term social, economic, and environmental health."

"The project received funding through the **<corporate partner>** Community Chal-lenge, run by ChangeX."

"The project has been made possible thanks to funding from **<corporate partner>** and the support from ChangeX."

SHARE YOUR PROJECT ON SOCIAL MEDIA

You can use your social media to keep people engaged around what's happening and to find more people to join you, may it be as volunteers or participants. Make use of the different social media platforms like Facebook, insta-gram, LinkedIn, nextdoor or Twitter, to get the word out about what you do. There are many opportunities to create some buzz around your project. Here are a few suggestions for things to post :

WHAT TO POST

Announce that you are taking part in the #<corporate partner>CommunityChallenge and share the link to the challenge page

Post your team photo and thank everyone who has joined so far.

Take a photo of the space or venue where you envision your project.

REMEMBER TO USE HASHTAGS

#ChangeX
#LoveYourCommunity
#SocialImpact
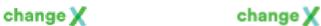#MakingADifference

www.changex.org

hello@changex.org

facebook.com/changexus

twitter.com/changexhq

COVID-19 RESOURCES

Your community project can play a role in helping your community to stay active, healthy and connected as we adapt to new ways of living during the COVID-19 pandemic. However it is critical that we engage with these projects **safely.**

We've pulled together some guidelines and resources to help you keep your community group, and others, safe. However, it should be noted that there is a need for individuals to exercise personal responsibility and good judgement in their activities, and to stay up-to-date and adhere to any state, county or local safety laws, rules and regulations.

Check out the COVID-19 Resources here:
www.changex.org/pages/covid-19

TIPS TO STAY SAFE

Stay up to date on local/national restrictions and guidelines

Hold remote/virtual meetings wherever possible - we know, the Zoom call fatigue is real, but they keep everyone safe!

Write and maintain a COVID-19 Policy

Reduce numbers of people meeting in person e.g. set up a rota for your community garden maintenance instead of everyone going at once

Meet outside where possible

Wash hands regularly

Wear a mask

Practise physical distancing (6 feet apart)

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 men together to talk about the idea. Begin with something that doesn't need a venue or insurance."

Men's Shed Starter Phil Johnson, Hopkins, Minnesota

"This is hands-down the most accessible approach for everyday people who want to do good. This funding was instrumental in facilitating positive community relations; we could put more energy into the garden, officially meet, solicit more volunteers, and plan our expansion. It was a miracle!"

Grow it Yourself Starter Pearl Ramsey, Chicago

"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, Ireland

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.

www.changex.org

support@changex.org

facebook.com/changexus

twitter.com/changexhq