MY IDEA TO CHANGE THE WORLD

HOW TO

- Unique
- Trains Entrepreneurs – Non-Profit or For-Profit
- Practical, Lifelong Leadership Skills
- Mostly Not Taught in 'School or Business
- Good Enough for Yale University
2. My Elevator Speech and Statement of Purpose
3. Effective Public Speaking
4. Creating a Motivating Flyer
5. The Business Plan. Divide your project into:
   a. 5 simple steps
   b. 3 Keys to Success
   c. 3 Main Obstacles to Overcome
6. Fundraise - How To
7. Networking
8. Telephone with Power
9. The CASC Interactive Model
10. How to Create an Agenda and Run an Effective Meeting
11. How to Manage for Results

12. GET STARTED
GET STARTED

OVERVIEW

Many people talk and talk, and nothing gets done. Start by THINKING BIG. Then add, “YES, I CAN.” GET STARTED. Once you commit to action, your project will move forward.

EASY STEP-BY-STEP HOW TO

STEP ONE

In your mind, simply commit to act. Decide how many hours you can commit to your project. Figure out who is most likely to help you—your family, your classmates, friends, business associates...

THEN GO!!!
1. THINK BIG – YES, I CAN

Imagine that YouTube is offering $5 million to the young American, 25 or under, with the best BIG IDEA TO CHANGE THE WORLD.

What would your idea be?

EASY STEP-BY-STEP HOW TO

STEP 1 – YOUR SERVICE PASSION

Start with your service passion. What do you care about? What excites your imagination? A member of your family might have autism, and you want to help. A dog severely bit your brother when he was six. You want to make sure this doesn’t happen to others. You see bullying in school, and you want to stop it. The Jefferson Awards selected Robbie and Brittany Bergquist to serve as our GLOBECHANGER spokespersons. In their case, they had relatives and family friends who were serving in the American Armed Forces in Iraq. When they saw a soldier on television that had built up a $7,000 cell phone bill calling home and couldn’t pay it, they swung into action. They started car washes and paid off the bill. Eight years later, Cellphones for Soldiers has a partnership with AT&T and General Motors, and the Bergquists are responsible for 150 million free minutes of soldiers calling home.

There are thousands of service project and fields. The starting point for you is to search your inner core and find which particular service motivates you.

STEP 2 – THINK BIG. BIG IS COMPELLING.

Once you select your service area, then THINK BIG.

WHAT IS MY BIG IDEA TO CHANGE THE WORLD?
The "Elevator Speech" is a 30-to-60-second oral presentation to motivate and enlist team members, participating organizations and funders.

The "Elevator Speech" is a tried-and-true technique you can use when you have limited time to impress someone. Imagine you are riding in an elevator and spot a movie star, professional athlete, or a leading businessman. You have just 30 seconds to explain who you are, what your plan is, and to try to get this person to help you. Choose powerful words to present your idea in a concise and compelling way. Practice it until you feel comfortable.

The strength of the training is to teach:
Practical, every-day skills that best arm them to take their BIG IDEAS and change the world.

Learning how to write, practice and deliver a one-minute elevator speech is one of the most valuable tools that we hope to deliver. The elevator speech is an essential marketing tool to build your team and raise the money to implement your project.

Please understand that making your idea short and compelling takes practice. It is not easy. It is an art and an amazing tool. Stick with it until you get it.
WRITE A POWER LETTER

OVERVIEW

There are many different approaches to writing a power letter, but they all employ the same tried-and-true techniques. Be certain your letter has these proven elements:

- Start with a powerful idea.
- Grab your reader’s attention in the first paragraph.
- Describe your project succinctly. What two or three main points do you want to communicate?
- Make the ask. Tell the reader what you want early on.
- Include all the details your reader will need. What? When? Where?
- Wherever possible, include the names of key people who are participating.
- End with a thank you, and list the next steps you’d like your reader to take.
STATEMENT OF PURPOSE

OVERVIEW

The Statement of Purpose is one page. This sets out your vision and answers all the basic questions about your project: The What? The Who? The How? The When?

The Statement of Purpose is as important as the elevator speech. In one or two pages, you’ll answer all people’s questions. People want to know that you have an important BIG IDEA and a clear plan. People are attracted to SUCCESS. If they think that you are scatterbrained or it they think that you are just talking and not serious, they won’t help.
EFFECTIVE PUBLIC SPEAKING

OVERVIEW

Most people hate public speaking. Polls show that most people fear public speaking more than dying. However, the ability to organize your thoughts and present them in front of others in a convincing way is an essential skill to be successful in almost any career. For the most part, to achieve your dreams, you will greatly benefit by practicing to become a convincing speaker.

The good news is that you are in the same starting position as everyone else and everyone who came before you. So, speak at every chance you get. The more you speak, the more comfortable and better you get at it. If you are passionate and are well versed, speaking is easier. You have the knowledge and the desire to involve and convince others.

POWER AND PASSION (SAME AS WRITING A POWER LETTER)

A recurrent theme of the training is to THINK BIG – The Power of an Idea. A good speech starts with having something important to say. Your passion will inspire your listeners.

BECOME AN EXPERT

If you care about a topic, you will need to research your idea thoroughly. There is no real substitute for knowing what you are talking about. Internet can be invaluable to research almost any topic and identify the main points/concepts and supporting facts for each.

Simplify by asking, what are the three major concepts that define your idea? What are the compelling facts that back up your viewpoint? What are the three major arguments against your idea? What facts best support the opposition viewpoint? Learning to research the arguments against your viewpoint helps you to strengthen your argument.
CREATE A MOTIVATING FLYER

OVERVIEW

A properly designed flyer will invite people to leap out of their chairs and help you.

Here are the elements that add up to a flyer that catches people’s attention:

- A headline that presents your powerful message
- Visuals that capture the viewer’s attention
- Words that generate excitement
- Basic information about your project

Your flyer should be easy to read, simple and uncluttered. Here’s a checklist to help you create your motivating flyer.
CREATE YOUR BUSINESS/ACTION PLAN - YOUR ROADMAP TO SUCCESS

OVERVIEW

The centerpiece of the training is to:
Take your BIG IDEA and divide it into four to five simple, powerful and doable Action Steps. Then, under each, identify the one to four Sub-Steps necessary to succeed.

THE MAGIC

The magic is an art, a simple “How To” formula. A BIG IDEA can easily sound and seem too big to accomplish. It becomes daunting. “I can’t do that.

Divide the BIG IDEA into simple, doable steps.

Think at a high level. Don’t get lost in the weeds. Ask yourself, “What four to five BIG things do I have to accomplish to implement my BIG IDEA?”

NICK LOWINGER- Gotta Have Sole.

As an example, Nick Lowinger, aged 11, set out to distribute 5,000 pairs of brand-new, top-of-the-line shoes for the children of the homeless in 10 states. Sounds too big. But, Nick had already distributed 750 pairs of shoes to homeless children in his hometown, Providence, RI. Nick told us how to identify the homeless children.

He had a system to approach shoe manufacturers. All he was missing was a step-by-step “How To” kit and video so that other students could replicate Nick’s system in their town. Armed with a mentor and the “How To” kit, within 12 months, Nick’s program was operating in 11 states and had distributed 5,900 pairs of shoes.
FUNDRAISE – STEP BY STEP LEARN SELF CONFIDENCE AND COURAGE

OVERVIEW

Almost everyone hates fundraising. Polls show that most people are more afraid of fundraising than they are of dying. And yet every non-profit, every program, and even every for-profit business requires resources and money to succeed. Gaining the self-confidence and courage to fundraise is an invaluable lifelong skill.

THE FUNDRAISING PROCESS

SELECT A POWERFUL PURPOSE – A BIG IDEA. PICK SOMETHING YOU ARE PASSIONATE ABOUT.

Everything starts with a powerful idea. Your idea needs to be compelling so that donors will want to help you. Here are some examples of powerful ideas. Please donate money:

- To fulfill the wishes of children with cancer (Make a Wish Foundation)
- To build homes for low income families (Habitat for Humanity)
- To protect our environment and save clean waters (Sierra Club)
- To fund breast cancer research (Race for a Cure)
- To double volunteering in high schools (Jefferson Awards- Deloitte)
- Your passion. What motivates you? To...
NETWORKING – HOW TO

OVERVIEW
Everything starts with your BIG IDEA and your elevator speech. If your idea is powerful and compelling, and if you are passionate about making a difference, networking is as simple as asking the first person to help you.

The worst that a person can say is, “No.” Then go on to the second and third until you have a team.

TRUST YOURSELF
Some people don’t feel comfortable asking others to help. This is understandable, but self-defeating. You have to weigh the balance. If you are passionate about your cause, weigh this against your fear or apprehension of asking someone to help you.

Imagine what you did in the first 18 months of your life. Nothing will ever be harder. You learned to walk and talk. Trust yourself, and repeat, “YES, I CAN.” “GET STARTED.”
THE RULE OF THREE: LEVERAGING YOUR TEAM: $3 \times 3 \times 3 \times 3 = 81$

The Rule of Three is that each person can reach three people. Start with your 3 team members. Have each reach out and involve three others. Then you have nine. If each of the nine reach out to involve three, you have twenty-seven. If each of the twenty-seven reach out and involve three, you have 81.

The basis of the Rule of Three is that people are busy. Don’t over ask, and don’t under ask. People are mostly willing to take on calling three people or setting up three meetings for you. More than that is too many. Less than that is missing an opportunity. If your contact opens only one door, this is one opportunity you didn’t have before.
MAKING A POWER TELEPHONE CALL

THE CALL TO A BUSINESS, ORGANIZATION PRESIDENT/CEO,
OR ANY INDIVIDUAL DONOR

The art of powerful telephoning is learned over the years by doing it. In calling a corporation- the President/CEO, or any individual, there are three keys to success:

- People respond to a powerful idea, well presented:
- Consider the telephone call to be an athletic event. The winning hit requires laser-like focus and speed. In sports, you win or lose in the last 30 seconds.
- Be very pleasant and endearing to the president’s/CEO’s assistant. He/she is the gatekeeper. If the gatekeeper likes you, you get in.

CONVERSATION WITH THE PRESIDENT/CEO, OR ANY INDIVIDUAL –
3 MINUTES MAXIMUM, JUST BEFORE YOU MAKE THE CALL

THE ASK
Exactly what do you want? Write it down.

THE GOAL
What are your two or three key selling points? Choose powerful words. Be succinct.

ATTITUDE
Ramp up your energy and intensity. Sit up and sit on the edge of your chair. Practice your presentation out loud. No ums or ers. Talk with energy and excitement.

PERSONALIZE
Research each person first. Use Internet. Include something personal about the CEO or donor.
THE CASC INTERACTIVE METHOD - REACH CONSSENSUS & BUILD YOUR TEAM

For more than 20 years, the California Association of Student Councils (CASC) has trained high school students to lead, collaborate and to build successful teams. This interactive method is vital for any group project for people of all ages.

The basic idea of the Interactive Method is to collaborate with others. Getting everyone to participate is key to learning, involvement and team-building.

EASY STEP-BY-STEP HOW TO

STEP ONE: The Set Up
Gather large sheets of paper, tape, and markers or pens.

STEP TWO: Choose a Leader
Have someone come forward and lead the discussion.

STEP THREE: Choose a Secretary
Have someone come forward and write down the ideas of the group on the sheets of paper on the wall.

STEP FOUR: Open Discussion-Collect Ideas
Invite each participant to state his or her recommendations for key elements for the plan of action.

The Leader solicits the group. The Secretary writes down the ideas.

STEP FIVE: Eliminate Duplicates
Eliminate any duplicates. Ask for discussion on any of the remaining items.

STEP SIX: Discuss and Rank the Top Five
Have everyone turn in a piece of paper. List their top five. Leader collects them. The Secretary tallies the votes to see which ideas are favored most.

STEP SEVEN: Choose
Discuss. Repeat Step Six. The Secretary tallies the votes to gain the recommendations of the group.
Write your group’s BIG IDEAS on large sheets of paper taped to a wall
AGENDA - HOW TO

OVERVIEW

Proper preparation is the basis for success. For an effective meeting, a well-thought-out agenda is critical. Make sure that you address the four W’s – who, what, when and where. Then make sure the participants come prepared to address the agenda items.

Easy Step-By-Step How To

STEP ONE: THE WHAT: SELECTING TOPICS AND GOALS

Each meeting should have clear goals. Ask yourself: "What is the purpose of the meeting?" What are the one, three or five important topics to be discussed and decided at the meeting?" Although there is no set number of topics for a meeting, each topic should be significant – or left out.

STEP TWO: THE WHO

The topics and goals of the meeting dictate who should participate. Getting the key players and decision makers involved in the discussion and decision process is very important. If you don’t include the right people, they will feel frustrated and bypassed. On the other hand, you should not invite people who have nothing to do with your particular subject.

STEP THREE: THE WHEN

Time your meeting so that most of the key players can attend. Usually there are three to four attendees who are key to your project. Practical advice: Send an email to these key attendees first, listing optional dates and times. Pick three to four different dates and times. Use their responses to gauge the date and time that is most convenient for the majority.
STEP FOUR: THE WHERE
The place should be convenient for all attendees. Practical advice: People are busy. Make sure your agenda lists the time and place of the meeting in bold letters on the top of the page, in a way that it can’t be overlooked.

STEP FIVE: PREPARING YOUR MEETING MATERIALS
Your meeting will be more effective if the participants come prepared to discuss the subjects on the agenda. Usually, this means you will need to distribute key documents to participants well before the meeting so they have time to read them and be ready to contribute to the discussion.

STEP SIX: SELECTING YOUR PRESENTERS AND CREATING CLEAR TIME LIMITS
Select one presenter for each meeting topic – perhaps the person who will be responsible for implementing that part of your program. Practical advice: If you take the lead in every area, you are not building a team, and you are unlikely to succeed. Before the meeting: Ask the presenters if they require any materials or equipment for their presentations. Make sure they are prepared, and make sure they know how much time is allotted for their topic.

STEP SEVEN: ASSIGNMENTS AND NEXT STEPS
Most meetings should begin by reviewing the assignments from the past meeting. Did people do what was assigned? All meetings should end with a clear discussion of next steps. What needs to be done? By whom? When?

STEP EIGHT: OPEN DISCUSSION, TEAM-BUILDING AND CONSENSUS
Building your team and gaining consensus is essential for success. Remember to use the CASC Interactive Method.

STEP NINE: TIME
Start the meeting on time. Run the meeting so that you stay on time. Do not allow people to ramble. Stay on topic, and stay within the allocated time slots. End the meeting on time.
MEETING – HOW TO RUN

OVERVIEW – RUNNING AN EFFECTIVE MEETING IS DEPENDENT ON SIX BASIC ELEMENTS

1. An agenda that lists key topics and time frames.
2. Giving participants enough notice so that they can attend the meeting and be prepared to contribute ideas.
3. Selecting appropriate presenters for each topic and assuring they are fully prepared.
4. Allowing everyone to speak.
5. Building team involvement so you reach consensus on topics.
6. At the conclusion, give clear assignments and create specific next steps.
EASY STEP-BY-STEP

STEP ONE: FOLLOW THE AGENDA, AND HAVE WELL-PREPARED PRESENTERS

When you create a detailed agenda, it lists the key topics and goals you expect to achieve within specific time periods during the meeting. If your well-prepared presenters follow the timeline and stay on topic, the meeting has every chance to be effective.

One person should not dominate the meeting. An easy way to build team involvement is to select appropriate team members as presenters, make sure they know well in advance what they will present and how much time is allotted for their portion of the meeting, and ask each presenter to lead discussion on one topic.

STEP TWO: WATCH THE TIME

Start on time. End on time. Keep each topic within the allotted time frame.

Rule of thumb: Most meetings do not need to last more than one hour. Remember, people are busy. Beware: Most meetings include people who like to hear themselves talk. Often, these people stray from the topic and wander off onto tangents. Rein them in. Don’t let your meeting get out of hand. If a person starts out asking a question, but segues into giving a speech, politely interrupt, saying, “What is your question?”

STEP THREE: REVIEW PAST ASSIGNMENTS, AND ASSURE THAT STEPS HAVE BEEN CARRIED OUT

If team members were given specific assignments at a previous meeting, review what each member did in order to assure the goals set out in that previous meeting were achieved.

STEP FOUR: COVER YOUR MAIN TOPICS, AND KEEP ON TRACK

The agenda dictates the key topics to be covered in the meeting, and it sets out the important purposes and goals of the meeting. Keep on track. Make sure that the key topics are covered and any issues are resolved.
STEP FIVE: BUILD PARTICIPATION AND REACH CONSENSUS

Make sure that each person is called upon to speak. Leave no one out. In most meetings, some participants are natural speakers who are vocal. Some are quiet and hold back. The second group won’t speak unless they are called on, but, often, they have the best ideas. Call on them, even if their response is, “I pass. I don’t have anything to add.”

During the meeting, encourage everyone’s involvement so the team reaches consensus. Experience shows that if one person dictates next steps and the team members don’t feel they were involved, the team won’t follow through. Use the CASC Interactive Method to build your team involvement and reach consensus.

STEP SIX: NEXT STEPS, ASSIGNMENTS AND MEETING MINUTES

All meetings need to end with a summary. What did we discuss, and what did we agree on? The purpose of a meeting is not just to meet and talk. The purpose is to help your program or project move forward. The goal is results. Leave ample time at the end of each meeting to pull together the agreed-upon next steps. Your team members should leave with specific and clear action assignments.

STEP SEVEN: BEST PRACTICES FOR COMPILING MEETING MINUTES

Too many meeting minutes ramble on and are too long. They include laborious accounts of “This one said...,” and “That one said....” The proper purpose of minutes is to condense and consolidate. What were the main topics? What was the consensus around each of those topics? What are the next steps, and who was assigned to carry them out?
MANAGE TO RESULTS

OVERVIEW

Many people have big ideas, but many just talk. One in ten gets started. Then, many projects wane quickly because they are improperly managed or because participants don’t follow through on the commitments they make. A key ingredient of a successful project is managing your way to results.

Effective management involves setting an agenda, running a solid meeting, involving the team, delegating, following up, and keeping people happy and involved. There is no surefire method, but there are easy basic steps you can follow.

GIFT has created a simple six-step process to help you. We recommend you use our two trademarked worksheets to track your progress – “The Project Management Worksheet” and "The Tasks and Management Worksheet."