

Build Your Story

Now it's time to decide what **YOU** can do to be Stronger Than Hate. Think about your skills and interests. It's a big problem, so break it down into smaller problems. You may identify a one-time action or you may build an on-going activity that will continue to impact your community even after the Stronger Than Hate Challenge is over.

What **ACTION** can **YOU** take that will make a difference?

PROBLEM

Describe the problem you will help solve.

MY SOLUTION

Describe your activity for helping to solve the problem. Identify who in your community will be impacted.

MY ACTION PLAN

To build an action plan, answer the following questions:

- ① What resources will I need? Consider people, supplies, time, money
- ② How will I get them? Donations, partnerships, friends, family
- ③ How/when will I capture my social value creation activities for my video?
 - a** Use the Storyboard Worksheet to help you create an outline of your video before you shoot any footage. This will reduce the time required for editing and result in a more well-thought-out story. Think about how to make your story interesting and engaging to an audience.
 - b** Make a detailed plan of when and where you will take action.
 - c** Be sure to test your video equipment prior to filming and have a backup plan in case of technical difficulties.
 - d** Make sure you print out enough video release forms from the toolkit and ask anyone you capture during filming to sign one. If the individual is under 18 years old, they will need to have a parent or guardian sign the form as well.
- ④ How will I measure my impact? In other words, how will I know I helped and how much impact I made?
 - a** Before you start your activity, it is important to determine how you will measure the social value you create (for example, smiles, donations to a charity, number of people participating, etc.).
- ⑤ Take action!