**Roots and Shoots - Campaign Planning Guide**

[**www.rootsandshoots.org**](http://www.rootsandshoots.org)

**Name of campaign leader:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Title of the campaign:**

**Category:**

**People Animals Environment**

**What is your goal? How are you planning to achieve this goal?**

**How many people can participate in this campaign? What is the minimum requirement?**

**List any required resources here (including a budget):**

**How many classes are needed to complete this campaign? If more than one class is required provide a brief timeline of events here.**

**Reflection –**

**Was your campaign successful? How did you measure your success?**

**How does this campaign relate to the curricular core competencies?**

**Can you think of any way to extend the campaign?**

**What would you do differently if you had the chance to design the campaign again?**