

the **BIG IDEA** worksheet

Identify a project you are working on where you need to communicate in a data-driven way. Reflect upon and fill out the following.

PROJECT _____

WHO IS YOUR AUDIENCE?

- (1) List the primary groups or individuals to whom you'll be communicating.

President

Volunteers

Board Members

- (3) What does your audience care about?

Increasing permanent adoption of pets by 15%

- (2) If you had to narrow that to a *single person*, who would that be?

Group : Board Members

- (4) What action does your audience need to take?

Approval of \$1500 to cover the costs of running three months of pilot programs

WHAT IS AT STAKE?

What are the *benefits* if your audience acts in the way that you want them to?

- Opportunity to run the pilot program.
- Opportunity of knowing the result of the pilot program that will help validate the hypothesis.

What are the *risks* if they do not?

- Possibility of having to organize a fundraising event to gather funds for the pilot program, which might take more time and effort.
- Pilot program may not be conducted.
- Loss of opportunity to validate hypothesis.
- Loss of time and effort resulting re-planning.

FORM YOUR BIG IDEA

It should:

- (1) articulate your point of view,
- (2) convey what's at stake, and
- (3) be a complete (and single!) sentence.

Seeking approval of a \$1500 investment to conduct a three-month pilot program that will assess the effectiveness of outdoor events to help us achieve the organization's goal of increasing permanent pet adoptions by 15%.