

# 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 Portage APL Pilot Program

## WHO IS YOUR AUDIENCE?

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

Board of directors of Portage  
Animal Protective League.  
(President, Vice President, Secretary, Treasurer)

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

Not Possible to narrow down as  
We must convince the board of directors.

- (3) What does your audience care about?

Whether it supports the organization objective and goals?  
Whether it contributes to the success of the organization?  
How much money to spend on the pilot program?  
Will pilot program educate the community about Pet Adaptions?  
Do volunteers give us 3 hours of their time?

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

Approve the pilot program.  
Providing the necessary financial support.  
Marketing of the pilot program.  
What type of future pet programs does we needs to take care if the pilot program is successful.

## WHAT IS AT STAKE?

What are the *benefits* if your audience acts in the way that you want them to?  
Pet Adoptions will be increased.  
Support for the Organizations mission.  
Get to whether the community are really interested in pet adaptations  
Community pet awareness will be increased.  
Scope for organization to approve pilot pet programs in future.

What are the *risks* if they do not?  
Missing opportunity to know whether communities intrest in pet adaptations.  
Difficulty in making the future approvals of pilot programs.  
Organizations mission will not to accomplished if they don't approve the pilot project.  
Lacks attracting the community members, volunteers.

## 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.

Giving shelter for pets through encouraging pet adaptations of outdoor community awareness events.