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.

WHO IS YOUR AUDIENCE?

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

* Portage APL Board Members
* Volunteers involved in event organization
* Potential event attendees and adopters

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

The president or chairperson of the Portage APL Board

(3) What does your audience care about?

* Board Members: Efficient use of resources, impact on the mission, successful execution of events
* Volunteers: positive outcomes for the organization
* Potential Attendees/Adopters: Enjoyable and meaningful experiences, successful pet adoptions

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

Board Members: Approve the proposed three-month outdoor pilot program for Paws , to Celebrate at the upcoming meeting.

WHAT IS AT STAKE?

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

* The broader goal of the organization will be accomplished
* Improvement in animal’s welfare
* Improved awareness among community members

1. What are the risks if they do not?

* Potential lost chances for more adoptions
* Decrease in community involvement

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.

The outdoor pilot programme must be put into action in order to increase pet adoptions, promote community involvement, and increase Portage APL's effect.