

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.

Gowtham Chakri, Rohith, Sharan.

PROJECT

WHO IS YOUR AUDIENCE?

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

Board of Portage APL.
Fellow volunteers

- (3) What does your audience care about?

Reducing pet overpopulation and responsible pet ownership.

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

Board members.

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

Increase permanent adoption by 15% and approve the pilot program.

WHAT IS AT STAKE?

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

1. Increased pet adoptions.
2. Advancement of animal welfare by finding homes for more pets.

What are the *risks* if they do not?

1. Missing an opportunity to increase permanent pet adoptions.
2. Reduced impact as outdoor meetings have positive impact on pet adoptions.

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.

Requesting board's approval for 3 month pilot program to hold outdoor pet adoption events with an estimated monthly cost of \$500 for printing and in support of our goal to increase pet adoption by 15%.