**Project Proposal Instruction Sheet**

**Purpose:** One of the most important steps in the process of starting a social movement is taking the time to think through what cause you want to support and why. It is also important to think about what you want to accomplish during this process.

**Elements:** You must include the following elements. I expect you to create a proposal that looks exactly like my example, only with your content.

* **Heading:** Name, Project Proposal, and Due Date in upper left corner.
* **Organization Name:** If you are creating your own movement or organization, you should give it a title.
* **Cause:** What is the cause you are supporting? Even if you are making up your own organization, there is a cause at the heart of it. Provide a brief description of this cause.
* **Why is this cause important:** Provide a paragraph description of why you want to support this cause. You can provide more generalized information about the state of affairs regarding this issue or include your personal opinion. It is appropriate to use the pronoun I in this particular assignment.
* **Goals:** Come up with 3-5 larger, long-term goals for your cause. Take this time to think through what you want to accomplish. Do you want to: raise awareness, acquire a corporate sponsor, partner with local organizations, create an extensive website, increase traffic to your website or social media accounts, create and host an event, etc?
* **Sub-Goals:** Underneath each larger goal, I want you to provide at least 2 sub-goals that fall under the main goal. The sub-goals are where you can be a bit more specific about how you will achieve the larger goal.

**Grading Rubric:**

|  |  |
| --- | --- |
| **Points** | **Description** |
| **30** | Excellent work. Work is creative, well thought out, well executed, and complete |
| **25** | Strong work. Work is generally creative, well thought out, and executed. Might have missed the mark on some elements. |
| **20** | Decent work. Missed a major component. Did not read direction carefully. Work could be stronger. |
| **15** | Attempted assignment. Completed some of the requirements as requested. Generally not well thought out or executed. |
| **10** | Attempted assignment. Completed some of the requirements. Execution is poor. |
| **5** | Attempted assignment, but overall work is poor quality, and effort is minimal |
| **0** | Did not do. Ignored instructions completely. Did not tag post correctly. Did not post on blog. Posted assignment late. |