



Examples of Strategies for Change

Below is a sample set of strategies for change and related tactics that can be used once students have established a measurable goal. As you look at this list keep in mind the change you want to make and how a combination of strategies and tactics will get you to your desired outcome. You may use some of these or think of others.

The goal of your Earth Force project is to create a sustainable change that has measurable results, yet there is no guarantee that your plan will result in the desired change. There can always be unforeseen challenges or complications. However, the more tactics combined in the action plan, the better the chances are for achieving the desired result.

Many of the tactics below can be used to address more than one type of strategy. As you identify the strategy for change, and the tactics to create the change, be sure to identify how you will measure the impact of your actions.

Strategy: Media Campaign

Tactics:

- Create a documentary
- Hold a press conference
- Publish a press release
- Make and distribute persuasive materials
- Create a Public Service Announcement
- Write a letter to the editor
- Write a blog post

Strategy: Organizing

Tactics:

- Create a social network presence
- Host a community forum
- Build a coalition
- Write petitions and letters
- Plan a youth summit or conference
- Write/call a legislator campaign

Strategy: Organizational Leadership

Tactics:

- Start a nonprofit organization
- Serve on a school/city/state planning committee
- Serve on a nonprofit board
- Serve on a youth advisory or action council
- Organize a youth component to an existing organization or campaign

Strategy: Public Awareness & Advocacy

Tactics:

- Plan a rally
- Speak at public hearings
- Meet with policy makers
- Create a podcast
- Hold an assembly at school
- Start a newsletter or blog
- Develop a website

Strategy: Eco-Management

Tactics:

- Implement and maintain a buffer zone
- Label storm drains
- Create a rain garden
- Replace impervious surfaces
- Improve wildlife habitat
- Install rain barrels