

# Create an Action Campaign

You’ve created a film, but you’re not done with the Challenge! For your film to make an impact, you need to consider how to share it in a way that will get the result you want. This means creating an Action Campaign around your film, and thinking about:

- Inputs and resources: what you have on hand that could be useful in your campaign
- Actions: what you and your team do to run the action campaign
- Outputs: what results you know you can get from your actions (including targets numbers, etc)
- Impacts: the actual change you hope that will come from your actions and outputs (including how you will measure that the change is happening)

Remember the audience that you want your film to reach. If you already have access to them, they are an “input” or “resource”! If you don’t yet have access to them, think about what actions you can take that might get your film in front of them.

Use this template to design your Action Plan:

Inputs and Resources	Actions	Outputs	Impacts
<p><i>Example</i></p> <ul style="list-style-type: none"> <li>• My film about the local teen center community</li> <li>• Friends and family</li> <li>• Local town council</li> <li>• Town announcement webpage</li> <li>• Online platforms</li> </ul>	<p><i>Example</i></p> <ul style="list-style-type: none"> <li>• Host showcase at teen center</li> <li>• Promote showcase via town council and webpage</li> <li>• Post video online</li> <li>• Invite everyone we know</li> </ul>	<p><i>Example</i></p> <ul style="list-style-type: none"> <li>• Film seen by visitors at showcase (target = 30)</li> <li>• Film shared online (target = 20 times)</li> </ul>	<p><i>Example</i></p> <ul style="list-style-type: none"> <li>• Increase in volunteers for local teen center (metric = # of volunteers)</li> </ul>