



Open Your Eyes Action Plan

Open Your Eyes is a unique means by which SADD chapters develop a plan to identify an issue of importance and implement strategies to raise awareness and bring forth a call to action. Through Open Your Eyes, chapters use guerrilla marketing tactics to get people asking questions.

Taking Action & Making People Notice:

In order to successfully implement an Open Your Eyes movement, there are steps that you should take to properly plan and carry out an eye opening experience in your community. We have created a series of steps and tips for you to use when you are starting your own Open Your Eyes program, but remember that creativity and personalization are important for Open Your Eyes to be successful!

Step One: Identify the Problem

Your chapter should take time to clearly identify and describe the issue(s) that you would like to bring attention to. A thorough discussion about the topic will help clarify, dissect, and understand the point your chapter wants to make. This stage will also help spark ideas to tackle the project.

Step Two: Finding Partners

No movement can begin with a single force. We encourage chapters to reach out to community partners, local businesses, and school affiliates to create a stronger effort. Parents can be a great resource in carrying out projects. Partners are a great way to spread your ideas and information.

Step Three: Planning

Once your chapter has created ties with partners, you can start creating an action plan. Some things to take into consideration at this point include:

- Some kind of kick off of Open Your Eyes
- A subtle approach (get people asking, “*What are those eyes about?*”)
- Dispersing the Open Your Eyes materials to your chapter members and partners
- Social media advertising (create a unique hashtag for Twitter for all members to use, post pictures of Eye image, post about the pressing community problem).
- Plan how your community partners will be contributing (featuring window clings/ stickers/ buttons in stores. Posters and information in stores.)
- How will you explain the Open Your Eyes program in accordance with your specific issues?
How will you disperse mass information?

Step Four: Taking Action

The exciting part of Open Your Eyes is taking action. After deciding your approach, whether quick or subtle, your chapter begin marketing the eye image. Get it out there, make people notice.

Step Five: Measuring Your Impact

Making notes of your successes and failures in this project is important. After a few weeks of the project's launch, take time to measure how successful the project is becoming. Talk with your chapter about their findings. What seemed to raise the most awareness? What did not work as well? Both findings are important to discuss and improve further change.

TIPS:

Open Your Eyes is supposed to be a creative and aggressive way to bring public awareness to issues that are effecting your specific community. We encourage you to embrace the freedom of creativity of this project. Some communities may react better to one type of marketing and another community a different way; no one know your communities like YOU do.

Social media is another great and highly encouraged format to broadcast your Open Your Eyes project. Posting information and pictures is a quick way to spread information to a large amount of people. Some ways you can use social media to spread the Eye include:

Twitter: Twitter is a fast paced social media platform. Information posted on Twitter is also very temporary. To have success on Twitter is it encouraged to post frequently. Ask chapter members to create a unique hashtag to tag on their posts. For example, #OpenYourEyesFargo. Suggest chapter members to retweet others' posts.

Facebook: Information on Facebook lasts longer and can be more detailed than information shared on Twitter. Posts can include pictures and more detailed explanations of the project or problem. Ask group members to "like", "comment", or "share" their friends' posts to keep the post surfacing on timelines.

Open Your Eyes is a project that a chapter can implement at any time of the year.

OPEN YOUR EYES TO:



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