

WHAT IS THE DREAM IT. DO IT. CHALLENGE (DDC)?

The DDC is a hands-on, experiential process that guides young people through the journey of being a changemaker as they launch and lead their own socially-minded Ventures. It gives young people the experience they need to gain the confidence and support to be successful in not only leading their own clubs, businesses or civic groups, but also in developing the skills they need to be powerful changemakers now and throughout their lives.

HOW IS THE DREAM IT. DO IT. CHALLENGE STRUCTURED?

The DDC is made up of 4 major milestones. The completion of these 4 milestones will ensure that our young people have received the resources and support they need to successfully launch a sustainable Venture. The milestones are the launch of an **awareness raising campaign**, a **sustainable business model**, a **social change solution generation**, and the **community panel**. Between each milestone are valuable action steps that will help the youth transition to the next level. The action components are interwoven within the planning process, further enhancing their confidence and impact.

Awareness Raising Campaign

The **awareness raising campaign** helps young people identify a challenge they see in their community, become experts on it, and gain the skills and confidence to go out and educate both their peers and community on the issue. Each young person has the hands-on experience of implementing a 1 day awareness raising campaign in their school or community.

Sustainable Business Model

An important part of a successful social Venture is having a **sustainable business model**. We will help young people see that earning money while creating social impact can be fun! We will show the young Venturers that there are many ways they can get started in taking action on their cause that also brings in revenue. The youth participants can come together and work as one big group, or they can get started with their own individual Ventures. We will provide the Venturers with a variety of existing product and service ideas that raise awareness of their cause, create social impact and earn money all at once. The youth teams can customize these products and services as their own, with their own messaging about their cause and even product labels. As the youth get out there and start their businesses, connect with people and earn revenue, they develop more and more confidence in their own abilities to create change. As their confidence grows, their commitment to creating impact does, too.

Venture Solution Generation

In the **social change solution generation** phase, the youth Venturers will match a passion they have with the issue they have become experts on. Building on their sustainable businesses they have launched, the Venturers will delve into solutions that go beyond the impact they have been creating through their awareness campaign and social Ventures. These solutions will leverage the resources they have brought in through their Ventures and will target the root causes of the problem they seek to change. The Venturers will map out an Action Plan that combines all elements of their Venture: awareness raising, sustainable business model and social change solution. Interwoven within the Action Plan development are action items that challenge young people to go out and do. The goal is that by the time their plan is fully fleshed out they will have already begun executing most of their Venture.

Community Panel

The DDC will culminate in a **community panel** that allows young people the opportunity to share their Venture plans and social change solutions with engaged and committed community members. Since the Venturers will have begun already implementing their ideas, it will be a valuable opportunity for youth to ask questions and receive feedback on their ideas from the panelists. This milestone is a critical step for participants to make their idea public and successfully present their ideas, findings, successes, and challenges. Ventures teams that successfully pass the panel will receive a Changemaker Certification from Ashoka and Youth Venture. This certification can be used for college admittance, on their resume, or to showcase their Ventures success to the larger community.

TABLE OF CONTENTS:

Module 1 – I am a Changemaker

Young people will reflect on the skills and attributes needed to be a changemaker and hear inspirational stories from fellow agents of change.

Module 2 – Identifying Challenges in the Community

Young people will find an issue they are passionate about by identifying needs in the community and then studying the issue itself.

Module 3 – Tell Everyone and Anyone

Young people will brainstorm ideas for a 1 day awareness raising campaign in their school or community and then select an idea to implement over the next few weeks.

Module 4 – Game Plan for Awareness Raising Campaign

Each young person will think through what their 1 day Awareness Raising Campaign will look like and how they are going to make it a reality.

Module 5 – Formulating Your Solution

Taking their idea one step further, each changemaker will match a passion they have with the issue they have already created awareness about.

Module 6 – Sustainable Business Model for your Venture

Cohorts will design and implement Business Ventures that build on the awareness raising they've started, generate revenue and create social impact. We will offer different ideas for products and services that the Venturers can customize and incorporate their own awareness raising messaging, or they can create their own business model from scratch. The emphasis is on developing sustainable social Ventures by building in revenue and resource generation from the start. The cohort will have the option of working together as one big team to implement the first stage of their individual business ventures together with a fun activity or event, or they can get started with their individual Venture teams.

Module 7 – The First Three Steps for Your Sustainable Business Model

The cohort will evaluate the first three steps to implementing the first activity of their Venture, how to make the Venture sustainable, and will determine individual responsibilities.

Module 8 – Build Out Your Sustainable Venture Idea

As a team, the cohort will fully flesh out what their Sustainable Fundraising Venture product/services/activities will be, and when, where and how they will implement them.

Module 9 – The First Step to Enacting My Solution

Building on the Awareness Raising and Sustainable Social Venture they have started, the Venturers will develop their social change solution. Taking their solution, young people will think through the first three steps they can enact today to give their entire Venture wings.

Between Module 9 and Module 10, young people will be working on their Venture and Venture plans at their own pace. Champions will work closely with teams to provide insight and support along the way.

Module 10 – Speed Pitches

Storytelling is a critical step for all changemakers. Young people will work to hone their elevator pitch.

(Optional) Module 11 – Identifying Opportunities and Overcoming Challenges

Each young person will have the opportunity to gain insight and feedback from their peers as they continue building their Action Plan.

Module 12 – Mock Community Panel

Teams will practice and refine their panel presentations in front of their peers and mock panelists, giving them the confidence and practice they need to excel at their Community Panel.

It is important to note that the DDC can be customized to meet the specific needs of each group. Modules can be removed, condensed, or elongated; activities can also be dropped or tweaked according to need. While 12 one-hour sessions may work for some, this is by no means the only way to deliver the DDC. Do not hesitate to consider breaking the sessions into shorter segments over a longer period of time, introducing drop-in sessions for general support, or condensing the entire DDC into an intensive one or two week schedule.

SUGGESTED SCHEDULES

- 14 WEEKS OF ONE 1-HOUR AFTER-SCHOOL SESSIONS PER WEEK

MONTH 1

Week 1	Module 1 - I am a Changemaker	
Week 2	Module 2 - Identifying Challenges in the Community	← Action Item →
Week 3	Module 3 - Tell Everyone and Anyone	← Action Item →
Week 4	Module 4 - Game Plan for Awareness Raising Campaign	

MONTH 2

		ACTION ITEM
Week 5	Module 5 - Formulating Your Solution	← Action Item → 1 Day Awareness Raising Campaign
Week 6	Module 6 - Sustainable Business Model for Your Venture (Team Activity)	Date Set for First Business Venture Activity
Week 7	Module 7 - The First Three Steps for Your Sustainable Business Model	← Action Item →
Week 8	Module 8 - Build Out Your Sustainable Business Model	

Please note that you will likely need to allow one or two extra sessions for the team to plan their event. It is equally as important to keep the youth moving on the generation of their Venture idea (below). If possible have the team meet about their fundraising event at other times throughout the day and spend your scheduled time to move on with Module 9.

MONTH 3

		ACTION ITEM
Week 9	Module 9 - The First Step to Enacting My Solution	Business Venture Activity Held ← Action Item →
Week 10		Youth Work on Action Plans
Week 11	Module 10 - Speed Pitches	Youth Work on Action Plans
Week 12 (optional)	Module 11 - Identifying Opportunities and Overcoming Challenges	Youth Work on Action Plans

MONTH 4

Week 13 <i>(optional)</i>	Module 12 - Mock Panels	
Week 14	Community Panels	

- 4 CONSECUTIVE SATURDAY/SUNDAYS OF 4-HOUR SESSIONS

Week 1	Module 1 - I Am a Changemaker	← 2 Action Items → 1 Day Awareness Raising Campaign
	Module 2 - Identifying Challenges in the Community	
	Module 3 - Tell Everyone and Anyone	
	Module 4 - Game Plan for Awareness Raising Campaign	
Week 2	Module 5 - Formulating Your Solution	← 2 Action Items → Date Set for Fundraiser (if needed)
	Module 6 - Sustainable Business Model for Your Venture <i>(Team Activity)</i>	
	Module 7 - The First Three Steps for Your Sustainable Business Model	
	Module 8 - Build Out Your Sustainable Business Model	
<p><i>Please note that you will likely need to have your team meet for an hour in week 3 or during school to organize their event. You should continue on with Module 9 ASAP so that their Venture launch is not pushed back too far.</i></p>		
Week 3	Module 9 - The First Steps to Enacting My Solution	← 1 Action Items → Fundraiser Held (if needed) Youth Work on Action Plans
	Module 11 - Speed Pitches	
Week 4	Youth Work on Building Out Their Ideas and Action Plan Development	
Week 5	Module 12 - Mock Panels	Youth Work on Action Plans
Week 6	Community Panels	