



Open Your Eyes Action Plan

Open Your Eyes is a unique means by which you can 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, you use guerrilla marketing tactics to get people asking questions.

Taking Action and 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

You 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 you want 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 you 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 you have 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 event for the Open Your Eyes campaign
- A subtle approach (get people asking “*What are those eyes about?*”)

- Dispersing the Open Your Eyes materials to activity members and partners
- Social media advertising (create a unique hashtag for Twitter, Instagram, etc. for all members to use, post pictures of Eye image, post about the pressing community problem(s) being addressed)
- Plan how your community partners will be contributing (featuring window clings/stickers/buttons in stores. Posters and information in stores, etc.)
- How will you explain the Open Your Eyes program in accordance with your specific issue(s)? 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, start 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 people involved 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 affecting 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 knows 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 number of people.

Open Your Eyes is a project that can be implemented at any time of the year.

OPEN YOUR EYES TO:



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