Activities List Do's & Dont's Handout 📝

Review the Activities List Do's & Dont's below, then rewrite each example to better represent the best practices in the "Do" column.

Do: ✅	Don't: 🚫	Example: 👀	Rewritten: ✏️
Make activities specific	Be vague or overly broad	"Greenville will do outreach"	
Make activities time-bound or quantifiable	Leave out timeline or scale	"Maple Youth Association will plant trees"	
Connect each activity directly to proposed outcomes	List activities that are interesting but not clearly connected to your goal	"Northside Residents for Solar will create an online environmental art gallery" for a project seeking to lower energy bills	
Consider sequencing: what comes first, what builds momentum, what depends on something else	List activities randomly without thinking about order or strategy	• "Community solar installers will install 50 x 1 kW solar panels" • "Northside Residents for Solar will recruit 50 homes willing to install solar" • "Northside Residents for Solar will train 10 community solar installers"	
Include both internal (planning, training) and external (public-facing, implementation) activities	Forget behind-the-scenes work like organizing partners, training volunteers, or securing permits	"Maple Youth Association will host sign-up events" (no mention of staffing or prep)	
Use action verbs (host, train,	Use passive or abstract language	"Northside Residents for Solar will raise awareness	

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build, meet, launch)	(“raise awareness,” “empower community”)	about clean energy”	
Think about who is doing each activity — staff on your team, a community partner?	Assume activities will happen without naming capacity or leadership structure	“We will conduct outreach”	

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