

## SAMPLE PLANNING GUIDE FOR A SPEAK OUT! PROJECT

STEREOTYPE	WHY BUST IT?	WHO IS YOUR BEST AUDIENCE?/WHERE WILL YOU PRESENT?/ HOW WILL YOU REACH IT?	WHAT FORM MIGHT YOUR PROJECT TAKE?	WHAT CALL TO ACTION WILL YOU ASK OF YOUR AUDIENCE?
All girls are mean to each other	Girls are kind-hearted and funny, and help each other	Younger girls Invite Brownies to your meeting for a performance or reading, or perform for younger students at school  Send an invitation to a Brownie group's adult volunteer, or get permission from teachers or school officials	Puppet show or picture book about a new girl and her friends who start a "mix-it-up" day where students sit at different tables at lunch	Switch tables and sit with someone you don't know at lunch every Monday, or start a "mix-it-up" lunch day at your school
Girls don't like math	Girls and boys like math	Parent-teacher groups Perform at a meeting of a parent-teacher group  Contact the PTA to ask to perform at a meeting	Musical performance about an all-girls math Olympics team	Join together with a school, Girl Scout council, place of worship, or community center to organize and host a Math Day for girls
All firefighters are men	Women and men are firefighters	Girls our age, parent-teacher groups Host a reading and book signing event or a storytelling performance for other Juniors or at a PTA meeting  Send an invitation to a Junior group's adult volunteer, contact the PTA	Graphic novel or storytelling presentation about a heroic female firefighter or an all-women fire company	Tell all the women in the audience to take time at least once a year to tell a girl about her work.  Tell all the girls in your audience to take time each year to ask a woman about her work.