

If we need to tell someone about our social enterprise and it's **PURPOSE** in **ONE SENTENCE** what words shall we use? **This could include a mission statement.**

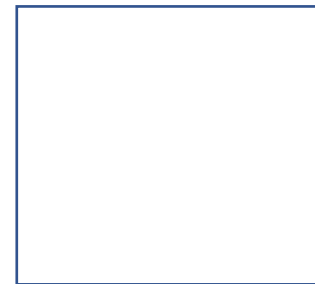
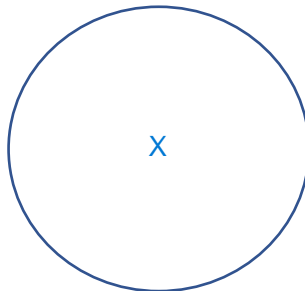
To provide a healthy, nutritious and delicious snack.

Who do we need to tell? Who are the **PEOPLE** we need to **PERSUADE**? Who do we need to **MARKET** to? Who might benefit?

Children, parents and local villagers. Write to companies to ask for donations.

Do we want a **LOGO** (picture) or something that tells people "visually" what we are doing? Square, round....?? Draw some ideas here:

We are going to choose the shape of a circle to link to our own school logo.



What is really special about what we are doing? What makes our **PRODUCT** (or service) stand out? Is it a service, is it helping **PEOPLE**, what difference does it make? Is it making a positive impact on a particular UN Global Sustainability Goal?

It is really important for us to keep healthy, so our fruit kebabs are a healthy, nutritious and delicious snack that both adults and children will enjoy. They will look colourful and attractive to eat.

What **PRICE** is it? Or if there isn't a price, what **VALUE** does it have to local people?

We are hoping to charge £1 for each kebab.

How are we going to get the word out about our amazing social enterprise? What is our **PROMOTION**? This is where we could tell people as part of our promotion what our **PURPOSE** is and what change we want to see. Are we making posters, do we need to involve others, charities or other experts who could help us, are we using social media and our school website or even developing our own?

We will make posters, which we will deliver to the local villagers and email to parents. These will be used to promote the product and tell them when they are going to be sold. We will write letters to companies to ask for donations.

Where will we promote our campaign. Where will we **PLACE** it? How do we get **PEOPLE** who are interested to find what we're doing or who might benefit?

Any other info we need (take a second piece of paper and draw more ideas if it helps):