

Love's Creative SPARKS!

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The Love's Creative SPARKS contest asks us to consider what kinds of challenges keep our communities from being the very best they can be and to do some problem solving about ways to address those challenges. Lesson 1 had us think about "bridges." Lesson 2 helped us identify a community challenge. Lesson 3 had you identify a solution and build a prototype. In this last lesson, teachers and students move from developing a project plan to marketing ideas and presenting them to a public audience.

Overarching Concept: *Form Follows Function*

the idea that the shape of an object should be based upon its intended function

LESSON 4: MARKET THE IDEA - HOW TO DEVELOP AND SHARE YOUR IDEA

What is entrepreneurship? It describes a person who identifies a problem, seeks to understand it and takes risks to solve it. In this lesson you will practice your entrepreneurial skills and share your vision with a larger audience (and possibly win money to make your project a reality)! Remember, knowing your audience is key to selling your idea.

ACTIVITIES:

- **Prepare** – Search public service announcements and advertisements to learn how other organizations have marketed their projects. Examples can be found on Ad Council, YouTube, and Teacher Channel (they're all around you). Which are most effective? How were they designed? Make a list of the most effective characteristics of the advertisements you reviewed.
- **Incubate** – Who is your audience? Who can help you effect change? Make a list of the businesses, community organizations, and leaders who have a shared interest in your project and/or the resources and expertise to help you complete it. How could you convince them of the value of your project and even enlist their support?
- **Illuminate** – What are the best ways to make your points about your project clear to your audience? Which characteristics from your list are most likely to help you reach them? Use digital images, short video presentations, or written proposals to enhance your project plan. Be sure to include how the financial award will help you bring your project to reality.
- **Implement** – Now, polish your work and submit your winning idea to Loves' Creative SPARKS! for your chance to receive amazing awards and be recognized at the 2013 Building Bridges State of Creativity Forum!!