



ACTS OF ONE

One Small Act One Big Difference

**Community Awareness Project
Broad Run High School
21670 Ashburn Road
Ashburn, VA 20147**

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I. EXECUTIVE SUMMARY

What is Acts of One?

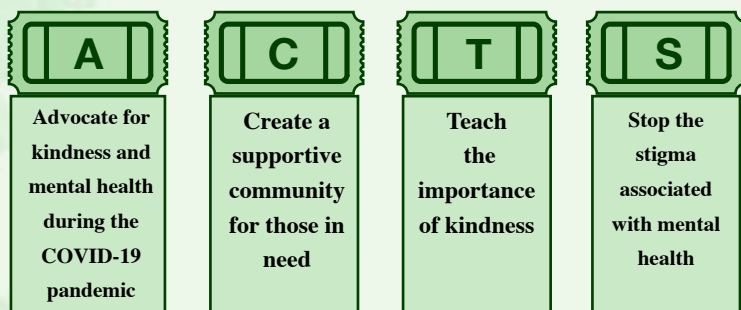
Acts of One was created to inspire people within Northern Virginia to do one small act and make one big difference. **Acts of One** spreads kindness and mental health awareness within Loudoun County in the most adequate way. According to mentalhealth.org, kindness and mental health are inter-connected because kindness reduces stress levels, which then reduces depression and anxiety. Kindness and mental health are becoming pressing issues within Northern Virginia, but many people are unaware of these issues. Green is the color for mental health awareness; hence **Acts of One's** project's color and the theme revolves around movie production - one small act at a time to make one big difference.

PROBLEMS

- The topic of mental health has been used less during conversations, due to the fear and discomfort of the topic.
- The impact of kindness is overlooked by many people due to its simplicity and need for vulnerability.

AWARENESS IMPACT: 27,500+ People

Acts of One's Goals



- Established connection with the Inova Kellar Center
- At least one of our "ACTS" goals was fulfilled during each event



- No large in-person events were allowed to be implemented due to COVID-19
- Lower turnout at our events compared to last year



- 16 events to be implemented from May to January, keeping our project relevant
- Rely more on social media usage to spread awareness



- Other clubs that have similar agendas and goals
- Distance learning causing students to not be as engaged/interested in attending our events

Awareness Activities & Events

- "Facts with Acts of One" Mental Health Facts (May 1st-May 10th)
- "Acts of One This or That" Instagram Activity (May 10th)
- "Take Five with Acts of One" Spirit Week (May 11th-May 15th)
- "Say BINGO" Instagram Activity (May 16th)
- "Showing We Care" Letter Writing Activity to Health Care Workers (November 11th & 12th)
- "Giving Thanks" Instagram Activity (November 26th)
- Acts of One Awareness Week (December 15th-18th)
- "The Cast Meeting" Acts of One Awareness Meeting (December 18th)
- "Tis Season of Giving" Holiday Bags (December 21st)
- "Painting With Kindness" Painting Rocks (December 22nd)
- "Kindness Reel" Activity (January 12th)
- "Channeling Kindness" Born This Way Foundation Story Submission (January 13th)
- "Care With Your Camera" School-Wide Turn Your Camera On Day (January 14th)
- "Packaging Kindness" Delivering Care Packages to the Homeless (January 17th)
- "Mental Health Coffee Talk with Acts of One" Acts of One Workshop (January 25th)
- "Mailing Kindness" Mailbox Letter Activity (January 26th)

Now sit back, relax, and enjoy **ACTS OF ONE: The Movie!**

II. INITIATING

A) Statement of the problem

Lack of Kindness

According to the Christian Science Monitor, the word “kindness,” is being used less in conversation in recent years. Among the younger generations, Millennials and Generation Z, morality has been declining, which could impact the new generation, Generation Alpha, as they grow up. This lack of kindness and morality is believed to affect how people treat each other and leads to greater problems such as cyberbullying, mental health issues, and suicide.

Within Loudoun County, cyberbullying has not posed as big of a threat as in-person bullying, but it's increased to where people are as likely to face cyberbullying as in-person bullying according to NBC Washington. Given that Loudoun County is now under distance learning due to the COVID-19 pandemic, the threat of cyberbullying has increased. While anyone can be a victim of bullying, there are multiple instances where people are bullied due to their race or sexual orientation. Our project, **Acts of One**, plans to change these statistics within Broad Run High School and Loudoun County. Our tagline, “**one small act, one big difference**,” shows that doing one small act of kindness for someone can make a big difference in the long run, especially given these unprecedented times.



Acts of One Logo

Mental Health Ranking/Resources

According to Mental Health America's statistics on each state for 2021, Virginia ranks overall 26th out of the 50 states and District of Columbia. More specifically, Virginia's adult mental health is ranked 29th, youth mental health is ranked 20th, the prevalence of mental health is ranked 12th, and access to care is ranked 39th. Within Virginia, Loudoun County has been ranked the healthiest county since 2016, with factors including disease prevention, low infant mortality rate, and mental health. Despite it being the healthiest, suicide is the #1 cause of death amongst people aged 10-24 in Loudoun County. Most of these suicides have been linked to bullying or some form of mental health issue.

Mental health facilities within Loudoun County are often unheard of. We plan to work with the Inova Kellar Center, a mental health facility with offices in Fairfax and Sterling that serves seven different counties in Northern Virginia. Since its founding in 1991 by Art and Betty Kellar, the Inova Kellar Center offers a variety of services, such as psychological programs and the Kellar School for children and families across Northern Virginia, and it continues to expand its services to meet the future needs of people. **Acts of One** plans to raise awareness about the Inova Kellar Center through virtual events and workshops relating to the importance of kindness and mental health.



Team directors with James Mott (business operations) on a zoom call

B) Project scope — brief description of the project (purpose, rationale and expected benefits)

Purpose

Our project title is **Acts of One**. There are two main purposes of implementing **Acts of One**.

1. Raise awareness about kindness and mental health within the Ashburn and Loudoun County communities.
2. Raise awareness for the Inova Kellar Center.

Rationale

Our rationale for raising awareness on how kindness and mental health are connected was due to them being big issues within the Broad Run and Loudoun County communities. In addition to suicide being the #1 cause of death amongst people aged 10-24 in Loudoun County and most of them being linked to either bullying or mental health, the COVID-19 pandemic also has had an impact on people's mental health with events being canceled and people not being able to see their family and/or friends. We feel that we should focus on kindness and mental health so people can recognize the signs of a mental health issue early on before it gets worse and could potentially lead to the person taking their own life. According to mentalhealth.org, kindness and mental health are connected because kindness reduces stress levels, which then reduces depression and anxiety. Additionally, one may not understand the struggles that another person is going through, and being kind to that person can reduce stress, anxiety, and depression levels.

Our rationale for selecting the Inova Kellar Center (as our nonprofit to raise awareness about) was due to the connection we made with them last year. While our opportunities to raise money for this facility are limited this year due to the ongoing pandemic, we decided the issues were so big that we had to maintain our connection with them through raising awareness about them and having opportunities for representatives to speak at our virtual events. This is because the Inova Kellar Center, despite serving seven counties in Northern Virginia, is widely unheard of within the Broad Run and Ashburn communities.



Expected Benefits

Following the project's implementation, we have three main expected benefits.

More people within the Ashburn and Broad Run communities will be aware of the importance of kindness and mental health.

The Inova Kellar Center will be more known within the Ashburn and Broad Run communities.

Our relationship with the Inova Kellar Center will strengthen.

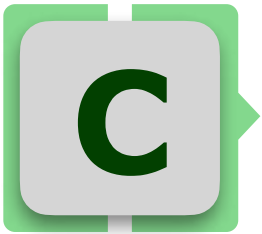
III. PLANNING AND ORGANIZING

A) Project goals



ADVOCATE

The first goal of our project is to advocate for kindness and mental health during the COVID-19 pandemic. The pandemic has affected people's lives in multiple ways, the largest includes not being able to see family members and/or friends. Therefore, it is more important now than ever to be aware of mental health and to be kind to others.



CREATE

The second goal of our project is to create a supportive community for those in need. With people not being able to go to school or participate in extracurriculars normally, **Acts of One** plans to build off the supportive community (originally established the year prior) and involve more people, especially those greatly affected by these times.



TEACH

Our third goal is to teach the importance of kindness. Through workshops and building a supportive community, **Acts of One** plans to highlight the importance of being kind to one another, especially during this time, and spread kindness within the Broad Run and Ashburn communities.



STOP

Our fourth and final goal is to stop the stigma associated with mental health. New research suggests that teenagers are cautious about who they open up to, for fear of judgment, and **Acts of One** plans to have workshops that highlight the importance of talking about how people feel. Additionally, words such as depression and anxiety are used synonymously with sadness and worriedness respectively, and **Acts of One** plans to make people aware of the difference between emotions and mental health issues.

B) Human resource management plan — team member roles, skills and strengths and responsibilities

Project Directors



Emilee, Social Media Relations Manager

- Managing social media - creating posts for and branding our social media accounts
- Strengths: excelling in creativity and making sure we work to the best of our ability



Liz, Human Resource Manager

- Planning our schedule and making sure we meet deadlines
- Strengths: planning in a well-organized manner and making sure we stay on task with our objectives



Nick,

- Communications Manager
- Communicating with DECA advisors and Inova Kellar Center about project
- Strengths: staying up to date with communication with third parties and coming up with new and innovative ideas for the project

DECA Advisors

Mrs. Sorenson: Lead DECA Advisor

- Approving our events and ideas
- Keeping DECA members informed about our project

Mrs. Veney: DECA Advisor

- Helping us reach our deadlines
- Making sure we stay on task

Mrs. Leigh: DECA Advisor

- Advising us on how to appeal to our target markets
- Giving suggestions on how to improve execution for future events

Third Parties

- ✂ Broad Run Unified Mental Health Team (Dr. Arianna Scott, Dr. Alonda Alloway-Higgins, and Jennie Kroll)
 - ✂ Helping us facilitate mental health workshops
- ✂ Inova Kellar Center (James Mott and Dr. Rick Leichtweis)
 - ✂ Providing information about what specific programs the facility offers

C) Schedule

- i. Milestone — describe the 2-4 major milestones (activities) needed to accomplish

Scene 1: **Acts of One** Awareness Week

For this week, we plan to have virtual spirit days to keep Broad Run students and faculty engaged with our project. We plan to use our Instagram account, as well as partner with Broad Run Student Council (SCA) to promote our spirit week. **Acts of One** Week is currently planned for the week of December 14th, with spirit days as follows:

- Tuesday, December 15th: White Out Day, - Wednesday, December 16th: Green Out Day,
- Thursday, December 17th: College Sweatshirt Day, - Friday, December 18th: Class Color Day

Scene 2: “The Cast Meeting” **Acts of One** Awareness Meeting

Our first meeting of the year will inform Broad Run students about **Acts of One** and how we plan to adapt to distance learning. Since our school district, Loudoun County Public Schools, uses Google Meet for classes and any meetings regarding extracurricular activities, we plan to use Google Meet for our first meeting and any potential future meetings we may hold. Our meeting date is planned for December 18th.

Scene 3: “Mental Health Coffee Talk with **Acts of One**” **Acts of One** Workshop

We plan to host our Mental Health Workshop in January with the Broad Run school psychologists and have guest speakers from the Inova Kellar Center and Family Connections to talk about the importance of mental health to parents and how they can be aware, especially during this time. Prior to our workshop, we plan to meet with the Inova Kellar Center and Family Connections to discuss important talking points about mental health and any potential guest speakers. Additionally, we also plan to meet with the Broad Run school psychologists to create an agenda for our workshop and any further important talking points. We plan to send a mass email to parents of Broad Run students about our workshop over the Holiday Break and implement our workshop on January 25th.

Scene 4: “Steps to Kindness” Acts of Kindness

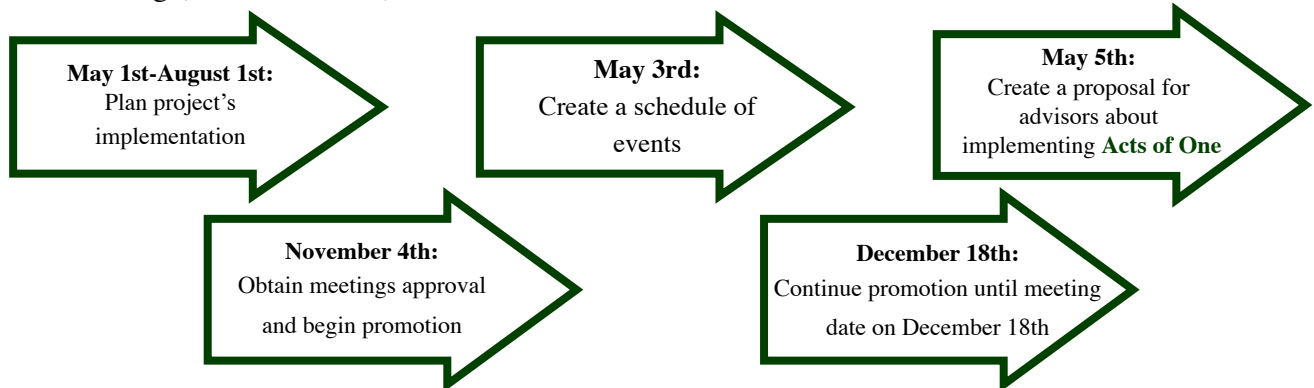
We implemented 14 other small acts of kindness. Consisting of our “Facts with **Acts of One**” Mental Health Facts, “**Acts of One** This or That” Instagram Activity, “Take Five with Acts of One” Spirit Week, “Say BINGO” Instagram Activity, “Inspiration from **Acts of One**” Kindness Quotes, “Showing We Care” Letter Writing Activity to Health Care Workers, “Giving Thanks” Instagram Activity, “The Season of Giving” Holiday Bags “Painting With Kindness” Painting Kindness Rocks, “Kindness Reel” Activity “Channeling Kindness” Born This Way Foundation Story Submission, “Care With Your Camera” School Wide Turn Your Camera On Day, “Packaging Kindness” Delivering Care Packages to the Homeless, “Mental Health Coffee Talk with **Acts of One**” **Acts of One** Workshop, “Mailing Kindness” Mailbox Letter Activity. Prior to these small acts, we will plan each one and how much they would cost, next we would make a timeline for when we want to implement each one. We plan to work with our DECA advisor to understand how to go about doing each of these acts in the best way. We plan to implement these acts of kindness from May 1st to January 26th.

ii. Timeline to reach each milestone

Timeline for **Acts of One** Awareness Week (December 15th-18th)



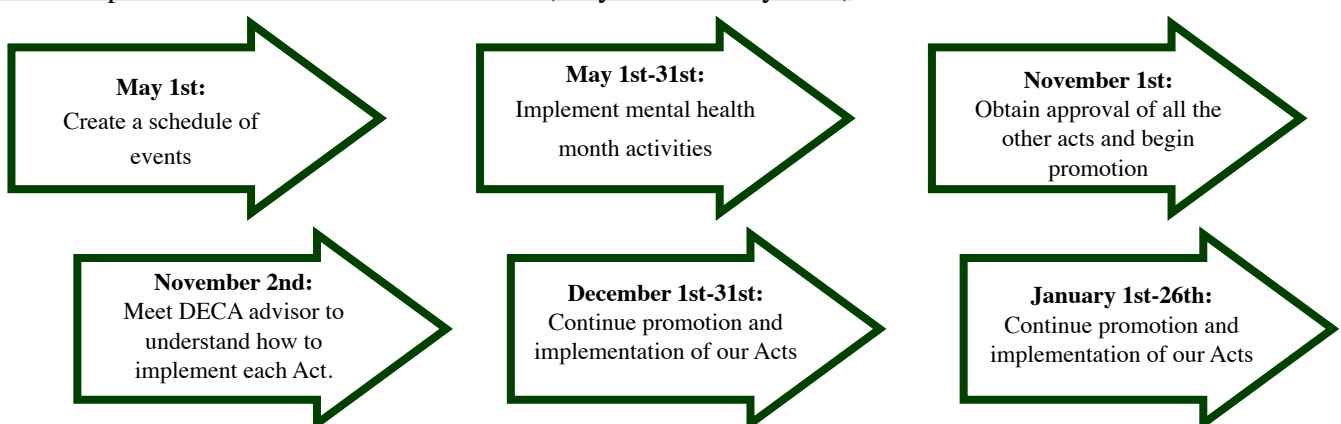
Timeline for Meeting (December 18th)



Timeline for **Acts of One** Workshop (January 25th)



Timeline for "Steps to Kindness" Acts of Kindness (May 1st- January 26th)



D) Quality management plan — key metrics

Branding

Our first key metric is how well we brand our campaign. Given that our primary target market is Broad Run High School students, we will brand and market our project in a way that appeals to students. As this our second year of implementing **Acts of One**, we plan to rebrand our project by changing our logo and updating our Instagram. Since green is the color of mental health awareness and our theme revolves around movies, these will be incorporated into our brand and image so **Acts of One** stands out amongst other mental health awareness campaigns and extracurricular activities/projects at Broad Run.

Participants



Our second key metric is the number of attendees at our virtual events. Initially, we expect a small number to attend our events but expect this number to grow as we put on more events. We will track the number of attendees at each event. Based off of the expected number of attendees and those who actually came, we will use those numbers to measure our success. Due to distance learning causing students to not be motivated to participate in extracurricular activities, we are expecting a low turnout. With this in mind, we will step it up with promotion and use our supportive community we established last year to have new attendees at our events.

Social Media



Our third and final key metric is our social media presence. With an established Instagram account of 778 followers, we plan to track the amount and whether our following has increased or decreased as more of our project is implemented. Additionally, with our Instagram being set up as a business account, we will be able to track the amount of weekly visits we receive on our Instagram account. We expect to gain followers as more of our project is implemented and we expect the amount of weekly visits to be higher after each event's implementation.

E) Risk management plan — potential issues, potential impact of the issue and response strategy

Communication

Our first potential issue is communication. Given that we are under distance learning and all meetings between us, the advisors, and other third parties are now virtual, communication may pose a challenge as in-person meetings are unavailable, and email is the primary method of communication. If we communicate and nothing is done about what we communicated, this may cause our ideas and events to be delayed. Our response strategy is to make sure we follow up with parties we communicate with and ensure that we are on the same page and follow-on activities are being completed.



Lack of Engagement

Our second potential issue is a lack of engagement. Under distanced learning, students have shown a lack of engagement in classes by not turning their cameras on and not participating. Given this, we believe that this could be a potential issue for our project. This could impact our project by not giving us accurate data on how effective our project was. Our response strategy is to make sure that our project is branded and marketed towards students in a way that is engaging and makes them want to be involved with **Acts of One**.



Technology Issues

Our third potential issue is technology issues. With meetings and activities being virtual, technology issues such as poor connection, slow internet, and/or malfunctioning cameras and microphones, can occur. If a technology issue occurs during one of the events and it prevails, this may cause our event to be delayed. Our response strategy is to double-check our connection, internet, cameras, and microphones to ensure everything is working and have a backup date in case the event needs to be rescheduled.



F) Proposed project budget — include both monetary and in-kind donations when applicable



Rationale for Proposed Budget

Our rationale for spending \$25.99 on the care packages for the homeless shelter is to make sure we had enough masks and socks for 60 care packages. Regarding the “Painting with Kindness” activity, our rationale for spending \$17.99 was to make sure we had enough rocks for all the Broad Run DECA officers to paint. Our Rationale for spending \$15 on the holiday goodie bags for teachers is so that we had enough candy, pencils, and Ziploc bags for 60 goodie bags. Our rationale for spending \$15 for **Acts of One** Awareness Week was to make sure we had 1 amazon gift card to give out to the winner of our participation raffle. Finally, our rationale for spending \$25 for our Mental Health Workshop was to make sure we had 1 gift card to give out to the winner of our survey raffle.

IV. EXECUTION

Act # 1: "Facts with Acts of One" Mental Health Facts (May 1st-May 10th)

May 2020 is National Mental Health Month. The first 10 days of May we posted on our Instagram story 10 different mental health facts. We got these facts from 3 different sources which include Mental Health America, World Health Organization, and Magellan Health Insights. This event reached 750 because that's how many people are following our Instagram and seeing our Instagram story. This event helped satisfy our goal of advocating for mental health during the COVID-19 pandemic.

Reach: 750 people



Act #2: "Acts of One This or That" Instagram Activity (May 10th)

During Mental Health Month we had a This or That Instagram activity. The this or that questions were all related to mental health, or ways people destress. For example, take a bath or take a shower. Listen to music or FaceTime a friend. Watch TV or workout. Take a walk or take a nap. Write in a journal or eat a snack. People would repost our empty template and fill it out, then tag 3 friends. Because of the participants' follower count, we were able to reach over 4,500 people with this event. This event helped satisfy our goal of advocating for mental health during the COVID-19 pandemic.

Reach: over 4,500 people



Act #3: "Take Five with Acts of One" Spirit Week (May 11th-May 15th)

Our Mental Health Spirit Week lasted from May 11th-May 15th. During our week, we had virtual spirit days and involved the Broad Run students in our project. The spirit days were:

- 🌸 May 11th: Mental Health Monday, post how you care for your mental health during this quarantine!
- 🌸 May 12th: Tunes Tuesday, post your favorite song to listen to while de-stressing
- 🌸 May 13th: Wonderful Wednesday, post your favorite moment at Broad Run
- 🌸 May 14th: Tiktok Thursday, post your favorite TikTok
- 🌸 May 15th: Food Friday, post your favorite food to make during quarantine

Because of the participants' follower count, we were able to reach **around 20,000 people**. This week helped satisfy our goal of advocating for mental health during the COVID-19 pandemic.

Reach: around 20,000 people



Act #4 "Say BINGO" Instagram Activity (May 16th)

On May 16th we had a bingo Instagram activity. For this event we make a bingo template with things that had to do with **Acts of One**. For example, bought an act of one shirt last year, participated in our spirit days, and wrote a kindness letter, etc. People would repost our template on their story, fill out the spaces they have done and then tag 3 friends to do the bingo. Because of the participants' follower count, we were able to reach over 4,500 people with this event. This activity helped us satisfy our goal of teaching the importance of kindness and advocating for kindness and mental health during the COVID-19 pandemic.

Reach over 4,500 people



Act #5: "Showing We Care" Letter Writing Activity (November 11th & 12th)

On November 11th and 12th, our marketing classes wrote letters of gratitude to hospital workers. Prior to beginning the activity, the Broad Run DECA Officer Team gave a short presentation about how marketing relates to healthcare workers, the purpose of these letters, and what to write. Approximately 300 letters were written by our students. We then gathered these letters and delivered them to the Inova Reston Hospital. This event helped satisfy our goal of creating a supportive community during the COVID-19 pandemic and we were able to spread our mission **to over 600 people** within the hospital and our school.

Reach: over 600 people



Act #6: "Giving Thanks" Instagram Activity (November 26th)

On November 26th, Thanksgiving, we posted on our Instagram a Thanksgiving challenge for anyone who follows us to repost our story and tag three people they are thankful for. Anyone that was tagged also had to repost and tag an additional three people they are thankful for. Because of the participants' follower count, we were able to reach **around 20,000 people** about this activity. This event helped satisfy our goal of teaching the importance of kindness.

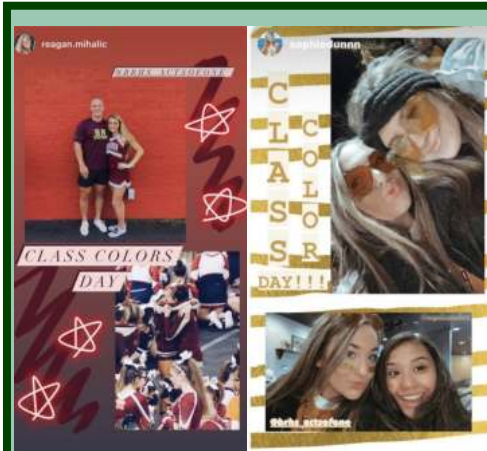
Reach: around 20,000 people



Act #7: Acts of One Awareness Week (December 15th-18th)

Our **Acts of One** Week lasted from December 15th to December 18th. During our week, we conducted a virtual spirit day and involved the Broad Run students in our project. Every day they posted a picture participating they would be entered to win a \$15 Amazon gift card. Additionally, we had different kindness challenges each day for students to do small acts of kindness. To end our week, we held our **Acts of One** meeting after school. Because of the participants' follower count, we were able to reach **around 25,161 people**. This event helped satisfy all four of our "ACTS" goals.

Reach: 25,161 people



Act #8: "The Cast Meeting" Acts of One Awareness Meeting (December 18th)

On December 18th, we held our second annual **Acts of One** meeting after school. Originally our meeting was planned for Wednesday, December 16th, but due to an unexpected snow day, we had to be flexible and reschedule for the upcoming Friday. At our meeting, we introduced ourselves and gave an overview of what our project would entail this year, given that everything is distance learning. To keep our meeting attendees engaged, we had them participate in "would you rather" questions throughout our meeting. At the end, we had each attendee submit a video of themselves giving a compliment for us to compile later in a kindness reel. Our meeting had 40 attendees. This event reached **over 6,200 people** through students promoting it on their Instagram's. This event helped satisfy our goals of creating a supportive community during the COVID-19 pandemic and teaching the importance of kindness.

Reach: over 6,200 people



Act #9: "Tis The Season of Giving" Holiday Bags (December 21st)

On December 21st, we delivered 60 holiday goodie bags that we made to Broad Run staff to show they are appreciated and we are thankful for their hard work during these times. In our goodie bags, we included a pencil, candy, mint, a kindness quote, and a personalized kindness note. This event raised awareness to **60 teachers** at Broad Run High School. This event helped satisfy our goal of teaching the importance of kindness.

Reach: 60 teachers



Act #10: "Painting With Kindness" Painting Rocks (December 22nd)

On December 22nd after school, we three, along with three other Broad Run DECA officers, held a social distanced rock painting event. On these rocks, we painted messages of kindness. We painted about 20 rocks, and after our activity, we put them all around our community so when people see them, they know they are appreciated. We posted this activity on our Instagram story, 220 people viewed it making this event **reach 220 people**. This event helped satisfy our goals of creating a supportive community during the COVID-19 pandemic and teaching the importance of kindness.

Reach: 220 People



Act #11: "Kindness Reel" Activity (January 12th)

During our Cast Meeting on December 18th, we allowed our attendees to participate in our Kindness Reel which was made of unique compliments to inspire our followers to go out and spread kindness within their community. To increase the involvement with this event, we partnered with Broad Run's Key Club and National Technical Honors Society. We were able to offer the participants the opportunity to get an hour for participating in the activity which goes towards their duties as members of Key Club and NTHS. Once we posted the video to our Instagram, over **300 people** viewed it which helped us to spread our mission of kindness to a large group of people.

Reach: over 300 people

Acts of One Kindness Reel Activity!

What is it?
- A Kindness Reel full of compliments to inspire others!
All you have to do is make a short video of you saying a compliment! That's it!

How to submit:
- scan this QR code and it will take you to the Google Form! All you have to do is attach it and you're done!
(OR check the Acts of One Instagram bio for the link!)



Requirements:
- **MUST** be at the Acts of One meeting on December 16 @4-30pm
- make sure the video is **HORIZONTAL**

Make sure to keep it short and sweet!
So excited to see everyone's clip!

Act #12: "Channeling Kindness" Born This Way Foundation Story Submission (January 13th)

To help increase our outreach from last year, we reached out to multiple celebrities in hopes of creating a partnership between our project and them. One celebrity we reached out to was Lady Gaga, who founded the Born This Way Foundation in 2012 to "make the world kinder and braver," and her organization emailed back to allow us to submit our story on their storytelling platform, Channel Kindness. We created and submitted our story to Channel Kindness on January 13th, intending to be featured on their website. This submission helped satisfy our goal of advocating for kindness and mental health.



Act #13: "Care With Your Camera" School-Wide Turn Your Camera On Day (January 14th)

On January 14th, to show Broad Run teachers we care about them, we turned our cameras on and encouraged other students to do the same. Most students opt to keep their cameras off during classes, preventing teachers from being able to see them. Turning our cameras on for the teachers shows that we miss them and appreciate all the hard work they have put in for us. This event had over 300 participants and reached **over 500 people** due to promotion on social media. This event helped satisfy our goals of creating a supportive community during the COVID-19 pandemic and teaching the importance of kindness.

Reach: over 500 people

Be Kind By Participating In... Care with your Camera



When? Thursday, Jan. 14th

Why? Teachers need our participation and support in class so they know we are there for them

It only takes turning on your camera for one day to show that you care about your teachers! Please choose to be kind!!

Act #14: "Packaging Kindness" Delivering Care Packages to the Homeless (January 17th)

On January 17th, we delivered 60 care packages to the Embury Rucker Community Center in Reston, Virginia. These care packages consisted of masks, pairs of socks, and our Battle for a Better Cause T-Shirt that we designed last year. This event reached **60 people**. This event helped satisfy our goal of creating a supportive community during the COVID-19 pandemic.

Reach: 60 people



Act #15: "Mental Health Coffee Talk with Acts of One" Acts of One Workshop (January 25th)

On January 25th, we partnered with our school's Unified Mental Health Team to implement a mental health workshop for parents. Labeled as "coffee talks," the Unified Mental Health Team holds meetings on Monday mornings for parents to discuss a wide variety of topics. During our coffee talk, we introduced ourselves and our project, then handed it off to the team to talk about mental health as they are allowed to per Loudoun County Public School rules. Additionally, we had a guest speaker from the Inova Kellar Center, Dr. Rick Leichtweis, who gave information about the facility. At the end of our meeting we had a survey with questions the parents had, if they participated in this survey they got entered into a raffle for a chance to win a \$25 gift card. Due to an email getting sent out to all the Broad Run students' parents we made **2,000 people** aware of this event. Our Mental Health Coffee Talk had 31 attendees. This event helped satisfy all four of our "ACTS" goals.

Reach: 2,000 parents and teachers



Act #16: "Mailing Kindness" Mailbox Letter Activity (January 26th)

On January 26th, Emilee Lupisella, one of the Acts of One directors went around to 30 different neighborhoods and put a personal letter for the mailman thanking them for their hard work! We put these letters on 40 different mailboxes all around Loudoun County. This activity reached around **400 people** all around Loudoun County. This event helped satisfy our goal of teaching the importance of kindness.

Reach: 400 people



V. MONITORING AND CONTROLLING

A) Monitoring — describe how you monitored your schedule, budget and project quality

Schedule

Throughout the implementation of our project, we had many different methods of keeping our schedule on track and organized. Our main method was staying in constant contact with our advisors, officer team, and other organizations we worked with, including Key Club, National Technical Honors Society, and SCA via email and text. We also communicated with others via Instagram (@brhs_actsofone) for quick and effective promotion. We kept a monitored and organized schedule by making a weekly checklist. By staying in constant communication and keeping orderly lists, we were able to make sure our events and planned activities were executed in a timely and organized manner.

Budget

Since the majority of our budget originated from our “Packaging Kindness” event, we were able to easily keep track of our budget. Throughout our project, we kept track of our finances on a Google Sheet, which was organized by event, and listed the amount of money spent on each item.



Project Quality

To maintain our project quality, we made sure our brand stayed consistent. With Instagram being our main source of promotion, constantly keeping our followers updated with upcoming events that they can participate in helps our project to reach our audience in order to maintain the quality of our project.

B) Controlling — list issues encountered and how you dealt with them

The Virtual Setting

One of our main issues this year was transitioning to the new virtual setting due to the ongoing pandemic. To deal with this, we created more prevalent events and activities geared more towards the mental health of students during this time. Originally, we had events that were organized through our school that involved large crowds and physically interacting with people. However, we had to adjust those events to fit the circumstances and we were still able to have a successful amount of involvement and participants.

Less Turnout

Our other main issue was tackling the lack of attendance and participation during our events and activities because of the pandemic. We were concerned that the excitement for participating in our events would decrease because of the lack of in-person promotion, however, we were able to tackle that fear by increasing the amount of times we promoted an event and by exploring different options when it came to our events and offering incentives.

VI. CLOSING THE PROJECT

A. Evaluation of key metrics

Branding:

We feel that we did well on incorporating our color scheme into our brand as our posts kept a consistent font and included the shades of green in our logo. Regarding the movie aspect of our brand, we feel that we could've incorporated it more into our project. Despite one of our "acts" being labeled as a "Kindness Reel," there were few other references to movies or parts of a movie in our brand. Due to the small act of our branding throughout our project, we were able to increase the difference and impact it made on our audience. We were able to reach the amount of people we did because of the effects of our branding and connectedness throughout the project. Overall, our brand and image were recognized throughout Broad Run High School due to our use of green incorporated into our project.

Participants:

Due to distance learning, we expected low participation, but through intense promotion and offering incentives, we had more participants than expected. Participation is important for our project so we can evaluate what's going well and isn't going well throughout our project's implementation and we can improve as necessary. In the coming years, we can improve the participation by continuing our current promotion methods and combining them with new methods. Regarding our Kindness Reel, we had 15 participants compared to 37 attendees at our Cast Meeting, which, under the circumstances, we feel is a good number of participants.

Social Media:

As of January 29th, we have 749 followers on Instagram. We feel that we can improve on social media by making sure we have a consistent schedule for posting updates about our project, as well as create engaging posts to increase our follower count. We believe that if next school year is in-person, we will have more opportunities to increase our social media outreach. Even with distance learning impacting our project, we were able to make 27,561 aware of our project.

	BRANDING	PARTICIPANTS	SOCIAL MEDIA
Act # 1: "Facts with Acts of One" Mental Health Facts (May 1st-May 10th)	Rhyming 'facts with 'acts' ties to the movie theme and the color green is used throughout the posts	N/A	used for promotion and awareness
Act #2: "Acts of One This or That" Instagram Activity (May 10th)	green used throughout the post	10	used for promotion and participation
Act #3: "Take 5 with Acts of One Spirit Week" (May 11th-May 15th)	saying 'take 5' is a direct tie to creating a movie and is related to mental health because of how it important it is to take breaks	33	used for promotion, participation, and awareness
Act #4 "Say BINGO" Instagram Activity (May 16th)	color green was implemented throughout the image	7	used for promotion, participation, and awareness
Act #5: "Showing We Care" Letter Writing Activity (November 11th & 12th)	the word 'showing' ties to our movie theme because it describes how we are exhibiting how much we care	300	N/A

Act #6: "Giving Thanks" Instagram Activity (November 26th)	used the color green throughout the activity	6	done on Instagram, used for promotion, awareness, and participation
Act #7: Acts of One Awareness Week (December 15th-18th)	used green throughout the week	34	used for participation during spirit days, promotion, and awareness
Act #8: "The Cast Meeting" Acts of One Awareness Meeting (December 18th)	'cast meeting' indicates that everyone involved with our project are apart of our 'cast' who make up our entire project, or our 'movie'	37	used for promotion and awareness
Act #9: "Tis The Season of Giving" Holiday Bags (December 21st)	used green bags and green paper confetti	3	used for awareness on Instagram Story
Act #10: "Painting With Kindness" Painting Rocks (December 22nd)	use of 'kindness' to describe what what kind of message we are trying to paint on the rocks	8	used for awareness on Instagram Story
Act #11: "Kindness Reel" Activity (January 12th)	use of 'reel' to describe the type of video we made, since a movie reel is apart of a film, this activity is a part of our larger Acts of One Film, and using green to promote the activity	15	used for promotion and participation on Instagram page and story
Act #12: "Channeling Kindness" Born This Way Foundation Story Submission (January 13th)	use of 'channeling', which is similar to TV channels, which ties to our movie theme, use of green and mention of movie theme throughout our submission	N/A	N/A
Act #13: "Care With Your Camera" School-Wide Turn Your Camera On Day (January 14th)	'care' ties to our theme of the impact of kindness, and 'camera' ties to our movie theme	300	used for promotion and awareness on Instagram page and story
Act #14: "Packaging Kindness" Delivering Care Packages to the Homeless (January 17th)	use of our former 'Battle for a Better Cause' t-shirts for the packages and	3	N/A
Act #15: "Mental Health Coffee Talk with Acts of One" Acts of One Workshop (January 25th)	using 'coffee' in our title because it is a main drink on movie sets, use of color green on flyer	31	N/A
Act #16: "Mailing Kindness" Mailbox Letter Activity (January 26th)	Use of kindness	3	N/A

B) Lessons learned — describe what worked well and what didn't work well for each of the project management processes: initiating, planning and organizing, execution, monitoring and controlling

Initiating

WHAT WENT WELL	AREAS OF IMPROVEMENT
Able to quickly adapt due to the virtual setting, created a new eye-catching logo with an updated modern design	Reach out to other organizations to partner with our project

S

Strengths

Primary and secondary research was used to back up our rationale for implementing our project

Established connection with the Inova Kellar Center

O

Opportunities

With everything being virtual this year, there were opportunities to implement virtual events and rely more on social media usage to spread awareness

W

Weaknesses

No large in-person events were allowed to be implemented due to COVID-19

T

Threats

Other mental health/kindness campaigns and organizations such as Sources of Strength, We're All Human, and PEER

Lessons Learned/Skills Developed:

Creativity and Innovation, Leadership and Responsibility

During the initiating section of our project, we were able to go all in by continuing our project from last year, while also going above and beyond by taking advantage of virtual opportunities. We went to the next level by implementing new events not part of our project the year prior and coming up with new ways to promote our project. One thing that we did not focus on due to the COVID-19 pandemic was raising money for the Inova Kellar Center. Instead, we focused on awareness, but plan to also focus on raising money in the next year.

Planning and Organizing

WHAT WENT WELL

Able to problem solve and create strong events during distance learning, had an organized schedule for tasks that needed to be completed for events

AREAS OF IMPROVEMENT

Did not plan/brainstorm events and activities earlier on in the year, did not communicate as often as we should have for our larger events

S**Strengths**

Organized list of goals, events, and dates for implementation

O**Opportunities**

10 events to be implemented from November to January, keeping our project relevant

W**Weaknesses**

No consistent way to evaluate our key metric or profile visits

T**Threats**

Distance learning causing students to not be as interested in taking part in or attending our events

Lessons Learned/Skills Developed: Communication and Collaboration

During the planning and organizing section of our project, we were able to go all in by implementing 10 events throughout the school year, despite distance learning and few in-person opportunities. These events took us to the next level because we were one of the few DECA projects from last year to continue being implemented. One thing that worked well was our organization and making sure we had back up days for our events if our planned date didn't work. One thing that we need to improve on is making sure we have a more consistent way to evaluate our key metrics, specifically, our social media metrics.

Execution

WHAT WENT WELL

Strong partnerships and connections for events, strong event planning

AREAS OF IMPROVEMENT

Be more active on social media and create new social media accounts to reach larger amounts of people for more engagement, increase communication to partnerships during events

S**Strengths**

Events took place on or near our initial planned dates

At least one of our "ACTS" goals was fulfilled during each event

O**Opportunities**

DECA advisors and social media was used to promote our events

Creating a press release allowed local news to potentially promote our project

W**Weaknesses**

Lower turnout at our events compared to last year

T**Threats**

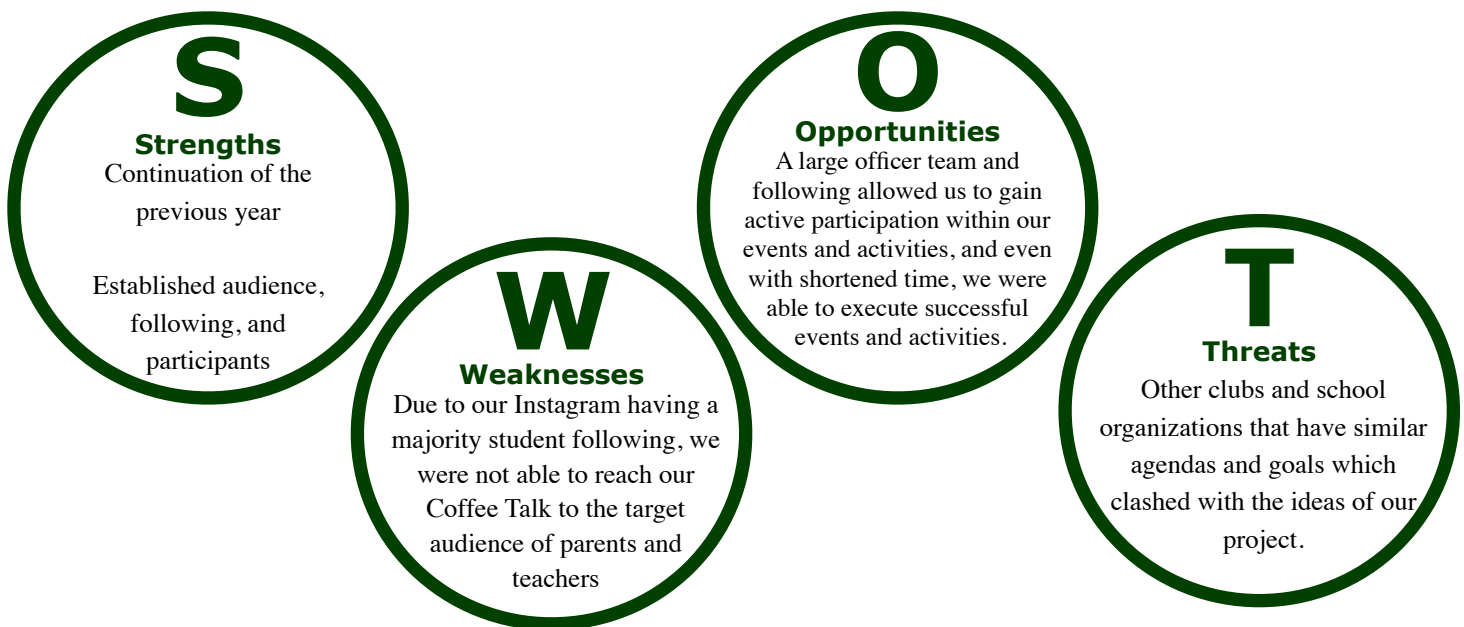
Other scheduled events caused us to reschedule some of our planned events

Lessons Learned/Skills Developed: Flexibility and Adaptability, Productivity and Accountability

During the execution section of our project, we were able to go all in by implementing events that not only focused on raising awareness about mental health and kindness but also focused on giving back to the community through acts of kindness. We also went to the next level by having a guest speaker from the Inova Kellar Center appear at our coffee talk and reached out to local news and celebrities with information about our project in hopes of promoting it. One thing we can improve on is by using our marketing classes to promote our events more so that people in those classes who may not be connected with us on social media are aware of our project.

Monitoring and Controlling

WHAT WENT WELL	AREAS OF IMPROVEMENT
Continued to spread awareness to our audience because of previously established project, spent less money due to virtual learning	Communication with other clubs and school organizations to work collectively for our common goals



Lessons Learned/Skills Developed: Critical Thinking and Problem Solving, Initiative and Self-direction

During the monitoring and controlling section of our project, we were able to go all in by creating a large amount of involvement during our project. We were able to go to the next level through our Coffee Talk which expanded our audience from students and teenagers, to adults, teachers, and parents. One of our lessons learned was to make sure our events were promoted to our correct audience using appropriate promotional outlets. One thing that we can work harder at is collaborating with other clubs at our school with similar ideas and goals, to work together to achieve said goals to the best of our abilities.

C) Recommendations for future projects

Make Additional Social Medias



We created an **Acts of One** email address, which was used to email local news channels our press release and additional information about our project. We recommend that future projects not only use Instagram and their own email, but create accounts for Facebook, Twitter, and Snapchat. To make sure these accounts are being used effectively, we recommend Facebook be used to connect with adults, alumni, and local businesses. Twitter should be used to tweet out quick pieces of information, and as needed, include a link to additional information in the tweet. Snapchat should be used to connect with middle and high schoolers at Broad Run and our feeder middle school, Farmwell Station, as Snapchat is mostly used by people our age or younger.

Reach Out to Local News Earlier



Our second recommendation for future projects is to develop a press release to reach out to local news earlier in the year. While we created a press release and emailed it to local news, we did this later in the year around January. We recommend starting on the press release either at the beginning of the project's implementation or before and send it out before any of the project's big milestones. This is so the news has time to respond and can promote the project before the milestone, which could increase turnout and awareness.

Utilize In-Class Promotion



For future projects, utilizing in-class promotion is an extremely effective way to continue to spread awareness for your project. Due to distance learning, students were less engaged and often did not participate in extracurricular activities, which included our events outside school hours. We feel that this, along with a lack of in-class promotion for **Acts of One**, led to our turnout being low. We recommend that future projects utilize in-class promotion so that way students are aware of what the project entails and can further connect with our project through social media.

Creating Lasting Partnerships



Due to our previously established partnership with the Inova Kellar Center, we were able to easily connect with them to organize meetings along with our Mental Health Coffee Talk. Before creating our strong relationship with the Kellar Center, we lacked a resource that we could depend on and communicate with. Being able to create a partnership with an organization can truly heighten your project's success along with your communication skills.

Be Flexible



During our **Acts of One** Awareness Week, we had snow affect our Cast Meeting, while we were disappointed at first, we quickly came to realize that we needed to reschedule. We moved it the next available date and we were able to still have a successful meeting. Being flexible with your schedule is very valuable when working on a project with multiple dates. While you need to be flexible, make sure you are still continuing to be organized and on top of your deadlines and dates. Being open to changing your dates and events helps when you are partnering with other organizations because of their busy schedules. Being flexible also shows that you value your time along with your partnership's time.

Branding & Project Image



In order for the project to be recognized and stand out, we strongly recommend creating a brand to go along with the project. To make Acts of One stand out, we did this by incorporating green, the color of mental health awareness, and a movie theme. This helped our project stand out amongst other projects and organizations at Broad Run. Having a meaningful theme and color scheme can help you stand out and be recognized in your school and community.

VII. BIBLIOGRAPHY

Human Resources

- ✕ Rick Leichtweis - Inova Kellar Center Executive Director
- ✕ James Mott - Inova Kellar Center Business Operations Manager
- ✕ Arianna Scott - Broad Run School Psychologist
- ✕ Casey Sorenson - Broad Run DECA Advisor

Online Resources

- ✕ Cyberbullying as Likely as Bullying in Person in DC-Area High Schools
- ✕ Inova Kellar Center
- ✕ Loudoun County Named Among 2020 Healthiest U.S. Communities
- ✕ Loudoun Ranked Virginia's Healthiest County for Fourth Straight Year
- ✕ Principal: Suicide is the number one cause of death among teens in Loudoun Co.
- ✕ Suicide and Mental Illness: A New Public Health Crisis
- ✕ U.S. Among Most Depressed Countries in the World
- ✕ Why Americans are talking less and less about 'love' and 'kindness'

VIII. APPENDIX



BROAD RUN DECA

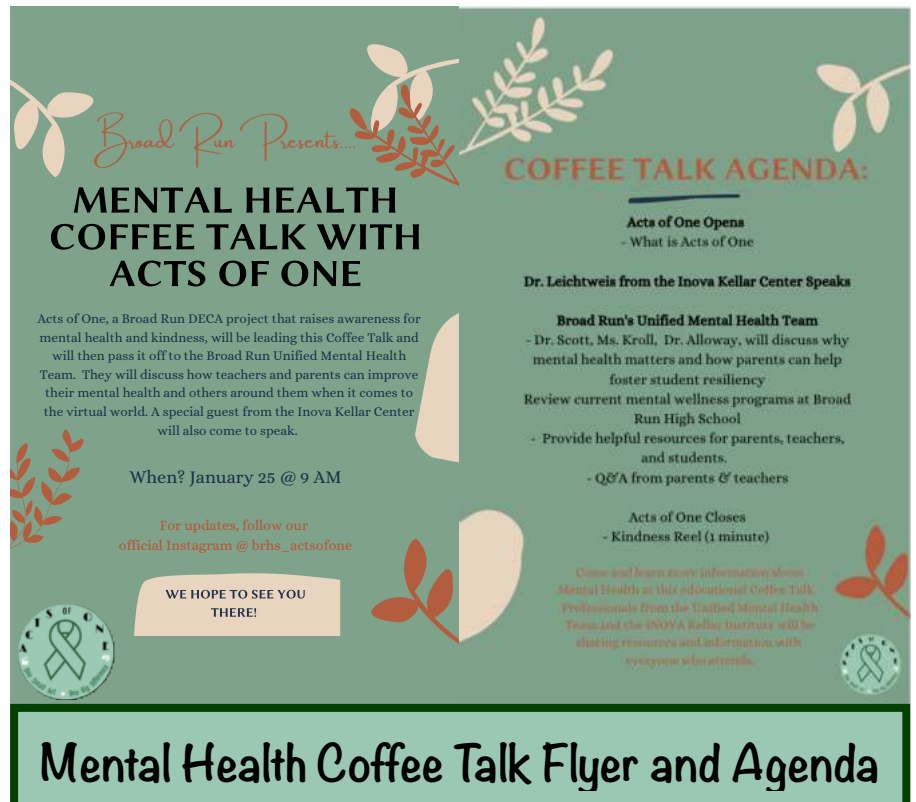
♥ THE OFFICIAL ACTS OF ONE PRESS KIT ♥

The 2020-21 Broad Run DECA Acts of One Project Press Kit Includes the Following...

- ✕ Project Contact Information
- ✕ Project Name, Theme, Logo
- ✕ Project Inspiration, Mission, and Goals
- ✕ Get to Know the Project Directors
- ✕ The Story Behind Acts of One
- ✕ Official Press Release
- ✕ Acts of One Spirit Week Flyer
- ✕ Acts of One Meeting Flyer
- ✕ Kindness Reel Flyer

One Small Act One Big Difference

Title Page of Press Kit



Broad Run Presents...

MENTAL HEALTH COFFEE TALK WITH ACTS OF ONE

Acts of One, a Broad Run DECA project that raises awareness for mental health and kindness, will be leading this Coffee Talk and will then pass it off to the Broad Run Unified Mental Health Team. They will discuss how teachers and parents can improve their mental health and others around them when it comes to the virtual world. A special guest from the Inova Kellar Center will also come to speak.

When? January 25 @ 9 AM

For updates, follow our official Instagram @ brhs_actsofone

WE HOPE TO SEE YOU THERE!

COFFEE TALK AGENDA:

- Acts of One Opens
 - What is Acts of One
- Dr. Leichtweis from the Inova Kellar Center Speaks
- Broad Run's Unified Mental Health Team
 - Dr. Scott, Ms. Kroll, Dr. Alloway, will discuss why mental health matters and how parents can help foster student resiliency
- Review current mental wellness programs at Broad Run High School
- Provide helpful resources for parents, teachers, and students.
- Q&A from parents & teachers
- Acts of One Closes
 - Kindness Reel (1 minute)

Come and learn more information about Mental Health at this educational Coffee Talk. Professionals from the Unified Mental Health Team and the INOVA Kellar Institute will be sharing resources and information with everyone who attends.

Mental Health Coffee Talk Flyer and Agenda



Friday Dec. 18 @ 4:30 pm

Chance to win a \$15 gift card to Amazon!

COME TO THE

Acts of One Meeting

Open for all grades & you don't need to be in DECA to attend!

Point options available for NTHS!
Hours available for Key Club!

Fun activities will be happening!
We can't wait to see you there!

Acts of One Meeting Flyer

Acts of One Meeting Flyer

Acts of One Week Flyer



ACTS OF ONE WEEK

Dec. 15-18

- Tuesday:** White Out Day!
Kindness Challenge: Tell someone you care about how much you love them!
- Wednesday:** Green Out Day!
Kindness Challenge: Tell your teacher how much you appreciate them!
- Thursday:** College Swaps Day!
Kindness Challenge: Compliment someone in your class in the hall.
- Friday:** Class Color Day!
Kindness Challenge: Make your parent/teacher love one dinner for the night!