

# FALL LESSON PACER

## WEEK 1

- PRE-SURVEYS.....PRE-SURVEYS GIVEN AT PRE-SEASON TRAINING
- INTO TO KOJO'S STORY..... READ THE ONE HEN BOOK OR WATCH VIDEO SUMMARY
- INTRO TO ONE HEN..... FLOWCHART
- WHAT IS "SOCIAL ENTREPRENEURSHIP"?.....VIDEO/INFOSHEET/CURRICULUM
- PERSONAL/TEAM GOALS AND EXPECTATIONS.....LETTER TO SELF/COMMUNITY GOALS

## WEEK 2

- PRODUCT (WHAT DO YOU WANT TO SELL?).....RESEARCH/SEE EXAMPLES/  
PICK THE TEAM'S PRODUCT TO SELL
- CUSTOMER (WHO ARE WE SELLING TO? WHAT WILL THEY BUY?) .....BRAINSTORM/  
RESEARCH

## WEEK 3

- MATERIAL LIST FOR PRODUCT.....BRAINSTORM/RESEARCH BUYING OPTIONS/  
FIGURE OUT METHOD OF PUTTING PRODUCT TOGETHER
- IMAGE OF BUSINESS.....BUSINESS NAME/LOGO/SLOGAN

## WEEK 4

- CAUSE.....BRAINSTORM/REFLECT  
(WHAT IS THE ISSUE? WHY ARE WE CHOOSING  
THIS CAUSE TO FOCUS ON?)

## WEEK 5

- SALES WORDS.....CURRICULUM/SEE EXAMPLES/PRACTICE
- SALES PITCHES.....CURRICULUM/SEE EXAMPLES/PRACTICE

### PREPPING FOR THE PITCH

## WEEK 6

- ADVERTISEMENTS.....RESEARCH/SEE EXAMPLES/CREATE

### PREPPING FOR THE PITCH

## WEEK 7

- PITCH PRACTICE.....PRACTICE/PREPARE FOR PRESENTATION.
- CLOSE OUT FALL SEASON & PREP FOR NEXT  
STEPS FOR SPRING.....CELEBRATE/TURN IN PAPERWORK
- POST-SURVEYS..... POST-SURVEYS GIVEN AT PRE-SEASON TRAINING

### PREPPING FOR THE PITCH

## WEEK 8

- **THE PITCH**
  - **NOVEMBER 5, 2019**  
**3-6:30PM**  
**MELNEA A. CASS RECREATIONAL COMPLEX**