Project Bloom

Challenge the Process

Although Project Bloom has faced several minor obstacles throughout our project that have forced us to step out of our comfort zones and challenge the process, the most innovative way we improved our process was by starting our telephone campaign.  When we began our social justice project, we searched for hours upon hour for venues to sell our baked goods through.  However, all of these plans eventually fell through as church's calendars were booked, the dojo declined our offer, and the farmers’ market never responded to our email requesting a booth.  While we did not make excuses that kept us away from our vision, we did find ourselves stuck at a roadblock.  We had contacted countless venues, and only one had decided to help us.  That’s when my team and I realized that we could not do it alone.  We needed to look beyond ourselves and draw on the experiences of others to find a solution to make more money quickly.  We practiced outsight by asking our families about successful fundraisers they had helped with or hosted.  The next day when we shared our findings, we realized that many of our families had participated in incredibly successful telephone campaigns.  We then drafted a script that we could read when on the phone with our friends and family, got it approved, and began to speak with our families and friends.  Within two weeks, we had earned $340.00!  We realized that the money from the bake sale combined with the money we earned from the telephone campaign would be much closer to our goal than only a bake sale.

This addition to our project ended up being a huge success and earned us a considerable amount of our funds.  However, when we first noticed this consistency in our families’ experiences, we were sightless skeptical.  Would people respond in the generous way that they had years ago when our relatives hosted telephone campaigns?  How would we get the money delivered to us?  Would people even answer their phones to receive our calls?  As the campaign went on and thrived, however, our fears were soon assuaged.  Looking back at all of  our wins over the course of the project, we can see that the main way our group solves problems and overcomes challenges is to practice outsight.  After our first brainstorm session went poorly because we wasted time trying to brainstorm with only our own experiences, we relearned the value of outside opinions.  When we cannot solve a problem ourselves, we draw on the experiences of our family, friends, teachers, and the internet to come up with answers to our questions.  This helpful practice has allowed us to see past the temporary struggles in our path to the ultimate good a shredder will bring to the employees at The Summerhouse.