

COMMUNITY BUILDING

HELPING ACTION GROUPS SUCCEED

Ideas for Action



The following is an example of a project development plan.

1. Define the Project Vision

- ~ Give it a name, call it something to make it real.
- ~ Identify the key players to connect to the project and create a map of all the community resources.

2. Set Purpose, Goals and Outcomes

- ~ What is the purpose of the project? What is the current situation the project addresses?
- ~ What are the FACTS behind the existing situation?
- ~ What are the project goals?
- ~ What do you want the outcomes to be?
- ~ Are they measurable, qualitatively and quantitatively? Are they in line with community or organizational goals?
- ~ Create a project description.

3. Create the Overall Scope and Plan of Action

- ~ Create a picture of the project, a snapshot so people can picture it.
- ~ What do you need to do? What is the heart of the work? What activities will support the goals and outcomes?
- ~ What is/are the process/steps to reaching the goals and outcomes?

4. People the Project

- ~ Define the tasks and assign people to working groups and/or committees according to their interests.
- ~ Who are you recruiting to lead and to support the project? How are you going to recruit them?
- ~ How are you involving all the different parts of the community - neighborhood organizations, civic organizations, officials, youth, parents, local businesses?
- ~ What skills do you need? Who might you learn these from? Develop a training plan.



5. Timelines

- ~ Every task gets a deadline (by when?) Be realistic when setting these.
- ~ Work backwards from the end result to build a reasonable timeline.
- ~ Pull out your calendars, mark down all deadlines. Put a big calendar in full view.
- ~ Integrate appropriate community or organizational calendars and events. Map out a schedule.

6. Identify Obstacles and Plan for Them

- ~ Create a project cheat sheet, including project people, phone numbers, emergency plan, etc.
- ~ What is the communication plan? What needs to be communicated? By whom/to whom? How will it be communicated?
- ~ Identify potential trouble spots and intervention, "If this..then this.."

7. Budget the Project

- ~ Identify total costs for the project and who is responsible.
- ~ Identify and follow through on resources and in-kind donations (definite and possible).

8. Plan the Evaluation Process

- ~ Identify what needs to be measured and methods of evaluation.
- ~ Develop a plan to build reflection into the project in order to learn from it.
- ~ Close the evaluation loop. Take steps to actively follow up on the results of the evaluation/reflection.

9. Integrity and Celebration

- ~ What are the last steps? Have you tied up all loose ends?
- ~ What closure will you provide for participants and ourselves?
- ~ How will you celebrate the project?
- ~ Have we formally thanked and acknowledged everyone contributing to the project?
- ~ If the project ends with a culmination day, what is the purpose of the event, how are the project goals and message communicated?

10. Leaving a Legacy

- ~ Be a trustee. Develop a plan to ensure sustainability. How will the project be carried on?
- ~ Wrap up final documentation collected and built throughout the project, synthesize, add final lessons learned and suggestions for next steps.

Resources:

Adapted from The Project Development Plan...a 10 Step Community Service Learning Tool, City Year Boston.