

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?

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- 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.