



TRAINING TOOL: HOW WILL WE CREATE IMPACT?

PROJECT PLANNING: GETTING STARTED

Step One: Timeframe and Resources

Assume that your project needs to be accomplished in a school year, September through May. Assume that you can mobilize students and families in your school and that you can reach out to other schools, people and organizations to help.

Step Two: What Can Be Achieved?

Some topics like “End Hunger in Africa” are too big to be accomplished in the above timeframe and resources. You need to bring them down to a manageable scale. On a smaller scale, what is doable and where?

Step Three: Select Your Product and Outcomes

What do you want to accomplish? Keep it simple. Narrow it to one or two ideas. Be able to state it in one to two sentences or phrases.

Step Four: Create Your Simple Step-By-Step Plan

Define 3 to 4 Objectives with 2 to 4 Steps for Each

Think in large pieces. Keep it simple. To achieve my above goal, what three to four important/big idea **objectives** are necessary? Under each, think about two to four specific **steps** to achieve each.

Step Five: 3 Keys to Success

What do you need to succeed? Think big and out of the box. If you had help, who/what organization could best help you achieve your goal? How can you get there?

Step Six: 3 Main Obstacles

What are the three main hurdles you need to overcome to succeed? What might block you?

Step Seven: Write the Statement of Purpose

Now you know what you plan to do and how to get there. Reduce your project to a powerful and compelling Statement of Purpose in 2-3 three sentences, 50 to 75 words maximum.

Step Eight: Write Your Vision

Reduce the Statement of Purpose to 3 to 10 words. What are the most powerful words that describe your project? Is it compelling? Is it important for the community and world? Will your project motivate others to want to join you?