



Strategic Planning

Project planning requires structure that helps organizers define their goals, strategies and timeline. It is also important to outline leadership roles and responsibilities in each step of the process. By writing down their answers to the following questions, participants will be able to plan their project from beginning to end. Project Plan-it! (Found in www.gysd.org) is a very helpful tool that youth and adults can use to develop their complete project plan.

Step 1: SET GOALS: WHAT DO WE WANT TO ACCOMPLISH?

- What do you want to learn from this experience?
- How do you think this activity will help others?
- Will this be a one-day event or the beginning of an ongoing effort?
- Do the target and organization beneficiaries need the proposed project? Important: design the project in consultation with the beneficiary to ensure that the project will indeed meet their needs!

Step 2: WHAT ARE YOUR ASSETS AND SUPPORTS?

- Review your initial list of assets and identify what resources (people, materials services), you already have to support your project.
- What community organizations will you work with?
- What skills do your team members have?
- Who is willing and capable of being a team leader?

Step 3: IDENTIFY RESPONSIBILITIES. TEAM LEADERS WILL NEED TO:

- Determine what tasks have to be done before, during, and after the event, assign and coordinate responsibilities.
- Communicate with the agency or organization where the service project will take place
- Assess the project site.
- Recruit volunteers.
- Decide how often everyone will meet or communicate to report on their progress.
- Make a timeline.
- Determine what tasks have to be done before, during, and after the event.
- Identify a place where volunteers can meet upon arrival the day of the event.
- Invite government officials to inspire volunteers at the kick-off and participate in the project.
- Plan a post-event celebration.
- Lead volunteers in reflection and evaluation after the event.

REFLECTION: The following activities will help participants process lessons learned from this experience:

- Discuss the team's assets (e.g. Members with knowledge of the community and different skills)
- Identify the personal strengths and work styles of different team members and how they can help the project (i.e. Joseph is a good writer: he can write letters to potential sponsors and keynote speakers; Maya has connections to public officials and can invite them to participate in the project).

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