

# Planning your projects



## Key Terms:

- **Project:** A piece of work your group is doing now or plans to do (often the same as an objective). e.g. Anytown Women's Health Collective has an advice line project; an information project; and a campaigning project.
- **Outputs:** The services and facilities your projects deliver. e.g. Phone calls answered; information sheets produced and circulated; campaigns joined.
- **Targets:** What you aim to achieve in terms of the level and quality of your outputs and outcomes.
- **Outcomes:** All the changes and effects that happen as a result of your work.



## What Groups tell us:

- "We have got a really good idea, and want to be sure that it will work well."
- "We spent a lot of time together as a group planning our project and it has made a big difference to its success."



## What Funders tell us:

- "If we think it won't work, we won't waste our money on it."
- "Poor project planning is one of the commonest reasons why we turn applicants down."

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## → Are you ready for Funding?

- When planning your projects, it is important for your group to ask itself:
  - Is the project really needed – will it meet a need and make a difference?
  - Does it fit with your other activities and your original aims?
  - Who is doing similar things – why will your project be different?
  - Will it attract sufficient resources?
  - Are the expected results realistic and worth the effort?
  - What will you need to make it happen?
- Have you got the capacity to plan and manage this project? If not, can you get training / recruit new committee members / adjust your plans? The skills you need to have will change over time – the initial excitement, enthusiasm and ‘push’ will need to give way to efficient financial and human resource management.