

*Peace through Understanding*

## **PROJECT PLANNING GUIDE**

These steps will lead your chapter through planning and implementing a project. Because some projects are small and do not require all these steps, you can reference these suggestions; however, don't think your chapter has to accomplish them all. PTPI recommends that new chapters start with small, manageable projects and eventually adopt larger, more challenging projects. Many of these steps are applicable if you choose to carry out an international project, such as projects benefiting refugees, orphanages or education.

### **Identify Community Needs:**

- In a chapter meeting, discuss community needs that members are aware of and brainstorm projects to address those needs.
- Interview local officials, teachers and school administrators. Discuss challenges facing the community and ask how students might address those challenges.
- Look through your local newspaper for compelling stories or needs.
- Walk through your neighborhood and identify the strengths and weaknesses of your community.
- Visit with other students working on similar projects to generate ideas and to learn more about the process.
- Determine if your community (parents, school, town hall or other relevant actors) will be in favor or challenge the project. If there is opposition to the project, how can you overcome the resistance?
- Is your project new or different from what has already been done?
- If you are not close to the target group who will benefit from the project, keep in mind that the advantages of the project for the target group are what matters, not your own.

### **Choose a Project:**

- What's your issue? Choose one issue that your group can best use its resources to address.
- Make sure to formulate your topic and the aim of your project very precisely to avoid misunderstandings in your Student Chapter.
- What can your project change for your chapter, the target group and the community?
- Generate a specific goal or mission of the project that can be measured.

### **Determine possible partners and sponsors if needed:**

- Do you need extra help to do the project?
- Can People to People International help you with the project?
- Do you know any other organization(s) that could help you with the project?
  - Keep the values and aims of the organizations you work with in mind.
  - Make a precise list of things you need from the organization and things you can offer them (advantages of your project).

### **Assign Project Tasks:**

- Select a leader and event planning committee.
- Plan how your group will reach its goal and assign tasks to various team members using short-term and long-term goals with realistic deadlines.
- Use the PTPI project planning form and consider operations, publicity and budget items.
- Create a budget (if necessary).
- Recruit volunteers and get the word out about your project.
- Communicate regularly with the agency or organization where the project will take place.
- Engage community partners.
- Secure funds and in-kind donations.
- Create posters or leaflets to promote the project or event. Be creative! Humor and unique lettering may catch people's attention.
- Plan a short kick-off celebration for the project or event.
  - If appropriate, invite local government officials to inspire participants at the kick-off and to participate in the project.
- Film the project and to take photos.
- Submit an article to your school or local newspaper to educate and generate interest.
- Create a public relations plan for the project using the [Public Relations Action Pack](#).

### **Remember to think about the big picture while planning your project. Review the following before implementing your plan:**

- Needs: Why this plan is needed
- Purpose: How this plan will help
- Participation: Who will help and what they will do
- Outcomes: What we expect to happen as a result of our work
- Resources: What we need to get the job done

### **Congratulations! You did it. Don't stop now!**

- After your project has been completed, thank those who participated and reflect on your success.
- Use the PTPI project evaluation form.
- Brainstorm ways to continue your project or address new community needs.
- Plan a post-project celebration.
- Share your success with PTPI through the Team Peace Challenge bi-annual report and your community by using ideas from the [Public Relations Action Pack](#).