



Project Design and Planning

NAME _____

PROBLEM/OPPORTUNITY

Define the issue you're tackling and/or the opportunity you're responding to in your community. Why is it important?

TARGET GROUP

Who will benefit from your project?

PLACE

Where will your project take place?

TIME

When and for how long will your project take place?

VISION

What does your community look like in an ideal world?

GOALS

List 2-3 tangible goals you want to achieve with your project:

IDEA

Summarize your solution in 1 sentence.

With a \$200 grant for our project, we will:



Action Plan

NAME _____

IDEA

Summarize your solution in one sentence.

ACTION PLAN

MILESTONES Smaller steps to achieve your goal	TASKS Describe the activities needed to achieve these milestones	TIME Date to complete milestone	LEADS People to complete tasks	RISKS & ALTERNATIVES Potential roadblocks to your milestone/task and possible Plan B



Budget Plan

NAME _____

EXPENSES

Think through your funding priorities and give us an idea of how you intend to spend your funds. Don't worry about it being perfect, this budget can be adjusted in the future.

BUDGET ITEM	AMOUNT	NOTES
TOTAL	\$	

REVENUE & IN-KIND CONTRIBUTIONS

Do you have other sources of revenue ('cash') that will be contributed to this project? Do you anticipate any 'In Kind' contributions, such as donations or volunteer support? Provide an estimated value where possible.

SOURCE	IN-KIND AMOUNT	CASH AMOUNT
TOTAL	\$	\$



Branding and Outreach

NAME _____

PROJECT NAME

Give your project a catchy name!

LOGO

Draw a logo for your project.
Keep it simple!

TAGLINE

Create a short one-liner that conveys your project.

PITCH

Now that you have a better idea of your project, craft an elevator pitch you can give within 60 seconds.

OUTREACH

AUDIENCE

Who are you reaching out to?

MEDIA

How are you reaching out to them?
Through what platform(s)?