



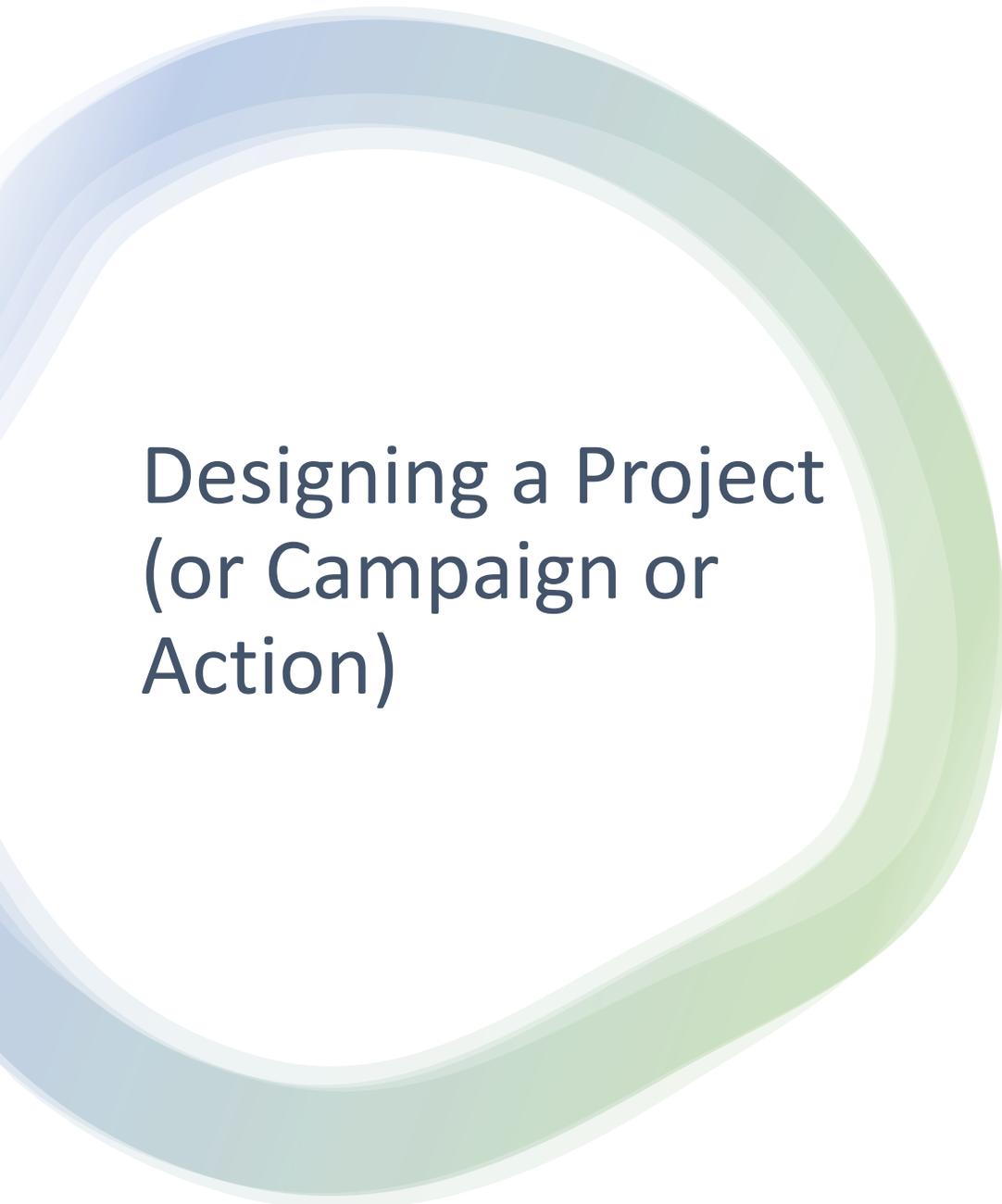
**FRACTRACKER**

A L L I A N C E

**CRUDE ACCOUNTABILITY**

US-Eurasia Environmental Collaborative  
Building Solidarity across Borders and Generations

**Project Design**



## Designing a Project (or Campaign or Action)

### Five (plus 1) Major Steps to Consider in Project Design

1. Conduct a Needs Assessment
  2. Undergo Stakeholder Analysis
  3. Conduct Problem/Issue Analysis
  4. Document your Design
  5. Cost Analysis—Do you have the resources?
- (6.) Is the project sustainable—and does it need to be?

(Some ideas borrowed from Funding for Good and Charity Village)



# Needs Assessment

- When you start project design, review the greatest needs and concerns of your focus population.
- What do you/they already have to contribute to the project?
- Where are there gaps?
- Which of these gaps are you/your organization able to address?
- How do these capacities complement what is already being done?
- (Is there a donor who will support this work?)

A large, stylized graphic on the left side of the slide. It consists of several concentric, overlapping rings in shades of light blue and light green, forming a circular shape. The text 'Stakeholder Analysis' is centered within this graphic.

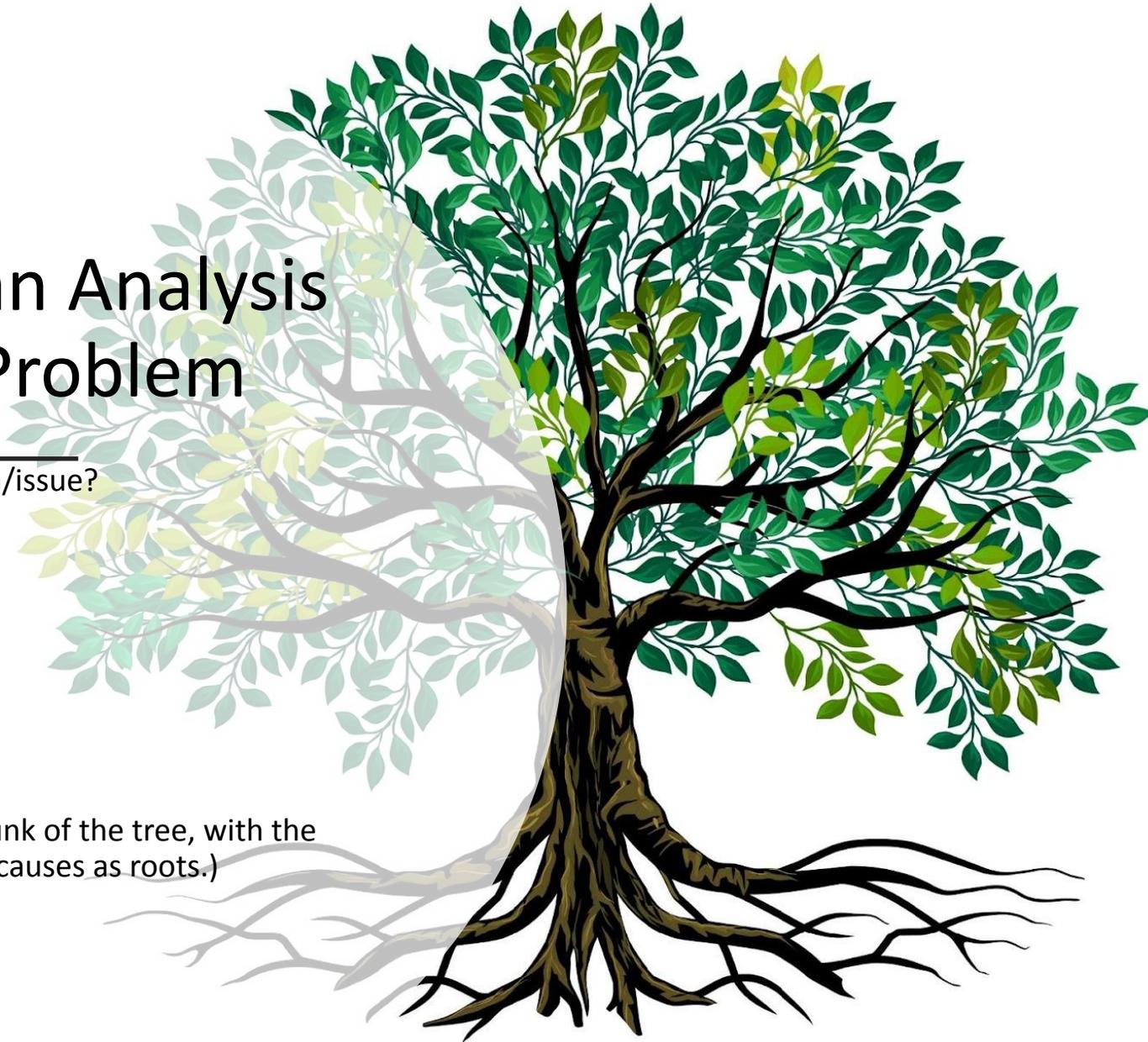
# Stakeholder Analysis

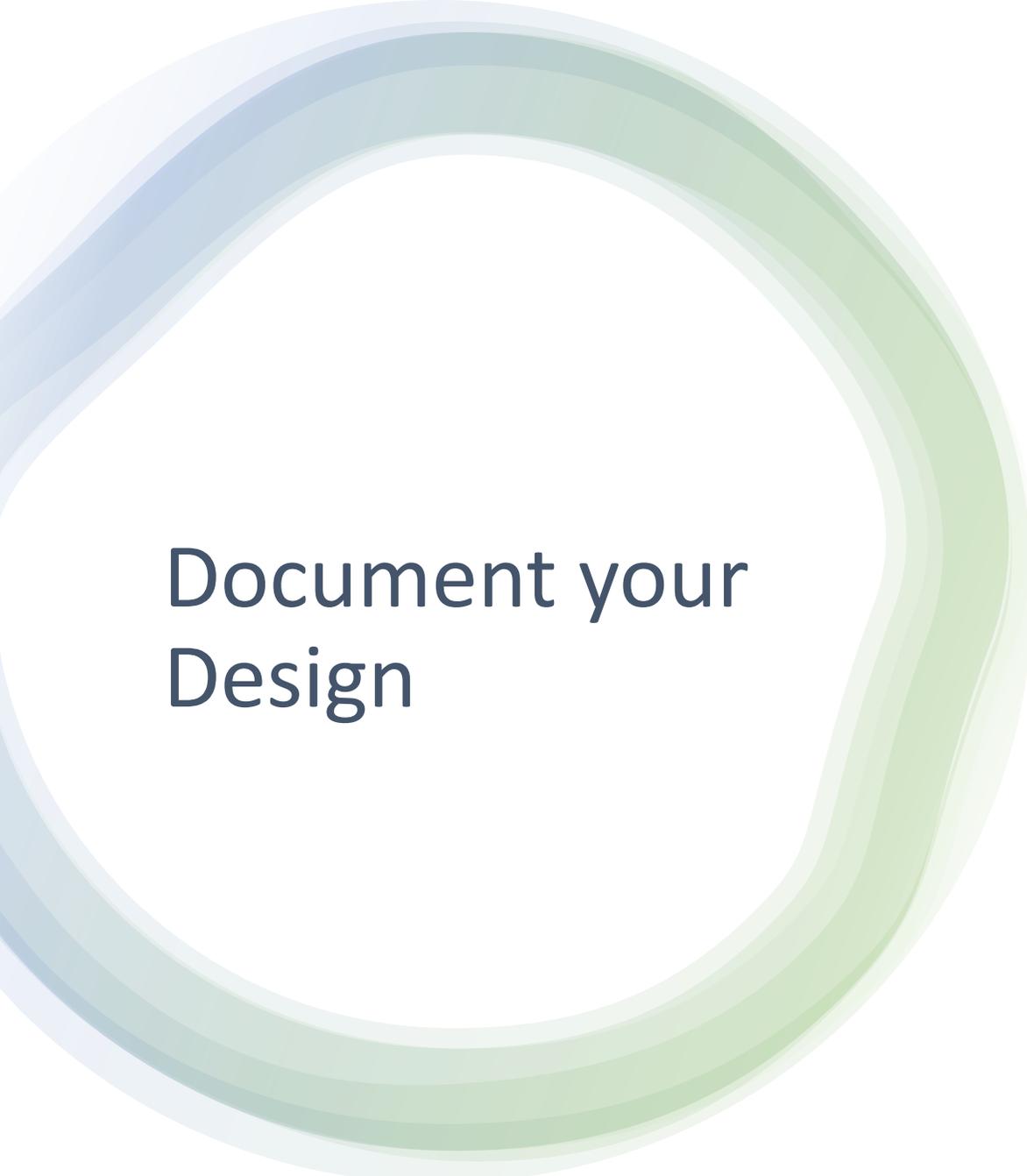
- Brainstorm with your team who will/can/should be involved in the project
- What motivates them?
- What contributions can the various parties make?
- What roadblocks might various stakeholders face?
- What are the relevant leadership roles and who can fill them?
- What does current and future collaboration look like?
- Be sure to include all key stakeholders in the brainstorm!

# Conduct an Analysis of the Problem

- What is the core problem/issue?
- What are its effects?
- What are its causes?

(Think of the issue as the trunk of the tree, with the effects as branches and the causes as roots.)





# Document your Design

- To create the actual project you are working on, you want to document what is required to implement it.
- An excellent tool for this is called “backwards mapping”
- Start with the goal you are trying to achieve and then work backward to identify the steps that are needed to achieve this goal.



## Conduct a Cost Analysis—Do you have the Required Resources?

- What does this project require, both in terms of human and financial resources and TIME?
- In other words, what are the true costs of the project? Is it worth the cost (to you, your organization, your partners, your stakeholders)?
- If you don't have the required resources, what is needed to attain them? (This might involve returning to your previous steps of needs assessment and stakeholder analysis, in particular.)



Is the project  
sustainable—and  
does it need to  
be?

- Often, when we think in terms of project management for organizations, particularly in the context of proposal writing or fundraising, we ask if a project is sustainable.
- This can be a fundamentally important question for the health of an organization or a campaign, or for engagement with stakeholders.
- BUT it can also be legitimate to decide that something is a one-off project and does not need to be sustainable. It is an effort that requires specific effort and action at a given time but is not designed to be a long-term activity.
- As long as you are strategic and mindful about this decision, there is more than one right answer here!



## Return to the concept of SMART goals

**A reminder of the concept of SMART goals that Shannon shared with us a few sessions ago:**

- **Specific** - The goal clearly explains the purpose of the campaign.
- **Measurable** - We can clearly measure success, quantitatively or qualitatively.
- **Achievable** - the goal is ambitious but realistic
- **Relevant** - the goal matters to you and others and is aligned with other goals within a broader context (like a social movement)
- **Time-specific** - the goal is set within a clearly defined timeline (including starting and ending dates)



**ENJOY CREATING YOUR  
PROJECT/CAMPAIGN/ACTION**

- Finding partners, stakeholders, supporters is key
- Value yourself, your team, your partners—take breaks to avoid burnout
- Factor in extra time and resources if possible—stuff happens!