

## Project planning template

### Why use this tool?

This template is designed to provide structure and support to individuals or groups planning projects for the first time. It supports participants to consider and analyse the problem they are tackling, their aims and objectives, how they will measure success, mechanisms for effective group work, what further information they require, and how they will manage their budget.

Developed by Women's Health West 2012-14.

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**OUR COMMUNITY OUR RIGHTS**  
**HOW TO CHANGE THE WORLD**

# PLANNING YOUR ADVOCACY PROJECT



**“Human progress is neither automatic nor inevitable... Every step toward the goal of justice requires sacrifice, suffering, and struggle; the tireless exertions and passionate concern of dedicated individuals.”**

**– Martin Luther King Jr.**

**“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”**

**– Margaret Mead**



Our Community, Our Rights is a project by Women's Health West that engages refugee and migrant women in human rights based advocacy training and project work and promotes participation in Australian society.

Find out more: [whwest.org.au/rights](http://whwest.org.au/rights)

### 1. Who is in my group?

Name	Phone number	Email	Notes, e.g. days not free



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## 2. Working out your goal

What issue are you passionate about?

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What problem do you want to tackle?

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What is a long term change you would like to see?

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Do a problem tree to work out the causes and effects of the problem



Effects of  
the problem

Causes of  
the problem

What impact does the problem have at these levels? What would need to change?

	Impact	What needs to change?
Internalised		
Interpersonal level		
Organisational level		
Community or society level		

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## 2. Working out your skills and resources

What **skills** do you have in your group?

For example, who is good at organising meetings? Talking to people? Making a film?  
Using technology? Finding out information? Managing money?

Skills in our group

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Resources we have

Think about the **resources** that you have – who do you know? What experience and knowledge do you have already? How much time do you have? Who has access to a computer or useful software? What ways to communicate – will you use email, phone, skype or a combination of all of these?

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**3. Working together**

How will you work together as a team?

*Great teams have trust and belonging, clear roles and responsibilities, respect, clear communication, shared ownership, and a sense of fun, creativity and openness.*



#### 4. Learning more about the issue

It’s important to really understand the problem that you want to change. This will help you be more effective.

Who does the problem affect?

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What have others already done to try to change this problem?

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What could you learn from them?

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What more do you need to learn about the problem?

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How could you find out more? (e.g. talking to community members or leaders, looking at websites, contacting organisations...)

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## 6. The audience

It’s important to think about whose attitudes, behaviours or views you want to change (they could be a group, like ‘men from my community’, or they could be policy makers, government bureaucrats, corporations or others).

- Whose attitudes, views and behaviours do you want to change?
- Where do they fit in the problem and how can you make them change their mind?
- Who are the people in power, and how do you influence them? (Power might be dispersed between individuals, groups and institutions.)

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## 7. Setting goals, objectives and strategies

Now you have done the analysis that is the foundation for your project. Work through the following questions with all your analysis in mind.

Which aspect of this problem will you focus on?

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A **goal** is a statement about the broad, long-term change your project is working towards. It refers to what you ultimately want to achieve, for example to improve women's health, safety and wellbeing through changes in quality of life or equity. Your goal can contain information about:

- What you are trying to change
- Who will be affected by your project/program (identify community and population groups)
- How they will be affected
- Where the changes will take place

(a) Now try writing your project's goal. This can sometimes be a 'dream goal', something that is a long way off, e.g. 'to increase gender equity in South Asian communities'.

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**Objectives** are statements about more specific and immediate changes you want in order to achieve your goal. They state what changes and achievements must occur for the goal to be reached (like steps to achieving your goal) and what your project is meant to achieve immediately after it ends. Your program objectives must therefore be clear and specific. The changes might be in skill levels, attitudes, knowledge, processes, awareness or behaviour.

It's important that they are SMART:

**Specific** – Be clear about what you want to achieve.

**Measurable** – Is your step something you can measure? How will you know if you completed it? Ask questions like 'how much?', 'how long?' and 'how will I know when it is finished'? For example, you may aim for 200 signatures for a petition.

**Achievable** – Make sure you will be able to complete the steps with the time, skills and resources you have.

**Realistic – Do you really believe that you can complete your step?**  
If you do, it means your project is realistic. If you don't, maybe you need to change it to make it more realistic.

**Time – When do you want the step to be finished?**

(b) Now write between one and three objectives for your project, depending on how many aspects of your triangle analysis you are focussing on.

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## 7. Action Plan

Now write up your objectives and strategies into an action plan. This will allow you to easily track where you are up to, what needs to happen, and how to make it effective.

Remember to be realistic AND creative! You might need to change your plan as you go along – that's OK! The questions 'Who? What? When? Where? Why? and How?' might be useful to work this out.

## Example action plan

Goal: To compel the Australian government to take diplomatic action for the release of political prisoners in Burma

Objectives:

1. To raise awareness of political prisoners in Burma amongst people in Australia
2. To increase pressure on the Australian government to take action on political prisoners in Burma.

OBJECTIVE #1	To raise awareness of political prisoners in Burma amongst people in Australia						
Strategy	Whose job?	Resources	Risks	Response to risks	When by?	How will it be measured	Measured by when
1. Make an online petition and get 500 signatures	X	Internet	That no one will see it	Promote the petition widely	June 2014	Number of signatures (aim for 500)	July
2. Make a video to go with the petition to inform people about the issue	Whole group	Video camera on iphone, editing software	That it will be bad quality	Get help from expert	May 2014	Feedback from viewers about the video	June
3. Start a Facebook group with links to the video and petition and get 100 followers	Y	Internet	That no one will join	Promote it through our networks	June 2014	Number of members (aim for 100)	July

<b>OBJECTIVE #2</b>		To increase pressure on the Australian government to take action on political prisoners in Burma					
<b>Activity</b>	<b>Whose job?</b>	<b>Resources</b>	<b>Risks</b>	<b>Response to risks</b>	<b>When by?</b>	<b>How will it be measured</b>	<b>Measured by when</b>
1. Send petition and video to Minister of Foreign Affairs	Z	DVD, computer, printing, postage, address	That the minister will ignore it	Publicise the action in WHW newsletter, and the media	July 2014	Response received	August

Your action plan

<b>OBJECTIVE #1</b>						
<b>Strategy</b>	<b>Whose job?</b>	<b>Resources required</b>	<b>Risks</b>	<b>Response to risks</b>	<b>When by?</b>	<b>How and when will you measure success?</b>



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<b>OBJECTIVE #2</b>						
<b>Strategy</b>	<b>Whose job?</b>	<b>Resources required</b>	<b>Risks</b>	<b>Response to risks</b>	<b>When by?</b>	<b>How and when will you measure success?</b>



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<b>OBJECTIVE #3</b>						
Strategy	Whose job?	Resources required	Risks	Response to risks	When by?	How and when will you measure success?



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## 8. Budget

Think about:

- What are the things you need to pay for? (eg. printing, phone calls, venue, etc)
- What can you get from in-kind support?
- Will you try to get extra funding?
- How much total funding do you need?

Here is a guide to some costs you might encounter.

<b>Item</b>	<b>What is this?</b>	<b>Cost</b>
<b>Venue</b>	Usually you have to pay for the room you want to use.  If you are providing child-minding, you will need to book two rooms next to each other.	\$20 to \$40 per hour, depending on the size and venue
<b>Child-minding</b>	If you are inviting women or families who have young kids, you might like to provide child-minding so that women with kids can attend.  You will need to find two workers with Certificate IV in Childcare	\$30 per hour per worker
<b>Photocopying and printing</b>	Costs at Officeworks or other professional places can be expensive, especially printing in colour or on high quality paper.	\$50 for a few colour posters \$400 for 500 copies of a small booklet on nice paper in colour
<b>Food</b>	Depending on the type of event, you might want to provide morning tea and/or lunch. The cost will depend on how many people are coming.	For example: <ul style="list-style-type: none"> <li>• \$40 for morning tea (fruit, nuts, sweets, juice, tea, coffee) for 25 people</li> <li>• \$140 for cooked lunch for 15 people</li> </ul>
<b>Speakers</b>	If you ask an expert to present at your event, you might need to pay them, depending on their job and if the event is on the weekend.	You should budget \$200 per speaker (but ask if they will do it for free).

<b>Interpreters</b>	If you have guests who don't speak and understand English well, you might need professional interpreters.	\$45 to \$50 per hour
<b>Phone calls and sms</b>	You may be able to ask a local organisation who is supporting your project if you can make phone calls from their office.	If you use your own phone, it might cost: <ul style="list-style-type: none"> <li>• 20c per sms</li> <li>• \$1 per minute for phone calls</li> </ul>
<b>Graphic design</b>	If you are creating a publication, such as a brochure or fact sheet, a professional graphic designer will make it look fancy.	About \$250 for one double-sided A4 sheet
<b>Creating an online petition or website</b>	There are many useful resources online. You don't need to have specialist IT skills. Check out <a href="http://change.org">change.org</a> or <a href="http://thepetitionsite.com">thepetitionsite.com</a>	Free! If you want your own URL, this costs about \$40.
<b>Filming</b>	Filming can be very expensive. You need to get a few quotes and work out if you can afford it	Up to \$10,000 for a professional 3-minute film.

Now you compile your budget. Make sure your budget adds up!

Item	Amount requested	Other income (cash)	In kind support	Total

<b>Item</b>	<b>Amount requested</b>	<b>Other income (cash)</b>	<b>In kind support</b>	<b>Total</b>


## 9. Evaluation

### What is evaluation? Why do we need it?

- Finding out how things are going and planning what to do next
- Improve for next time
- Celebrate success and learn from mistakes
- Show results to supporters and get more support in the future
- Did we achieve our goal?

### What questions do you need to ask?

#### (Process Questions)

- Did the activities happen as planned?
- Did it reach the audience you planned?
- How many people came...?

#### (Impact questions)

- What did people learn?
- Did people do....?
- What did people think?



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- Did change happen?
- What were the effects?
- What did we learn?

### How will you answer the questions?

You need to collect data – some ways to do this include:

- Recording and collecting stories
- Counting how many people came / listened / signed your petition
- A survey you ask people to fill in
- Your own reflections
- Interviews with participants



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## Evaluation Plan

Project goal:			
	What do we hope to achieve?	How will we measure it?	What actually happened?
Objective One:			
Objective Two:			
Objective Three:			



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### Naming your project

What will you call your project? Think of a creative name!

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### Implementing your project

Plan your meetings and what you will get done before each meeting

Date	Time	Place	What do we need to do before this meeting?