RESULTS-BASED PROJECT PLANNING – Definitions and Examples
*(Examples are taken from an existing Imagine! grant application based on
a project plan for an Assistive Technology Lab)*

Need: Description of the documented community need for the proposed project. *Example: The capacity of AT devices to expand the functional capabilities of people with disabilities is widely accepted. The United States Assistive Technology Act of 2004 (Pub. L. No. 108-364) recognizes an "assistive technology device" as "any item, piece of equipment, or product system, whether acquired commercially, modified or customized, that is used to increase, maintain, or improve functional capabilities of individuals with disabilities."...Imagine! staff members estimate that approximately half of all people with developmental disabilities could benefit from some form of AT device in their lifetimes...*

Project Beneficiaries: Clearly defined target population for the proposed project. Be as specific as possible about age, race/ethnic, socio-economic and geographic definitions for the target population. *Example: The AT Lab will benefit people in Boulder and Broomfield Counties with developmental disabilities or a combination of developmental and physical disabilities...Imagine! estimates that approximately 80 individuals will be served during the Lab's initial year of operation.*

Project Goal: A broad statement of the project's purpose. Project goals should be linked directly to stated community needs. Some funders expect that a project should focus on only one goal; three is probably the most that should be framed within one project. *Example: The goal of Imagine!'s AT Lab program is to help people with developmental disabilities or a combination of developmental and physical disabilities to achieve their full potential through assistive technology devices.*

Project Outcomes / Objectives: Specific, measurable changes expected in participants' behavior or condition or in the community. Some applications require objectives to be stated in terms of an indicator of success and target population, a time frame, and either a statement of proportion of the target population expected to show change or the amount of change expected on the indicator. Three to five objectives (per goal) are reasonable. *Example: Imagine! projects that 70 individuals...will demonstrate scores improved by at least 50% on assessments of their functional capabilities.*

Project Activities: How the objectives will be accomplished; the services that will be provided. What will be done and how. Activities answer the question, "Specifically, how will we achieve this objective?" Several activities may be implemented in support of one objective. Note that planned activities underpin the development of the project's budget. *Example: 1) Assessing the needs and capabilities of individuals with developmental disabilities...; 2) Determining which AT devices will best meet the needs of those clients who can benefit from the device; 3) Conducting formal evaluations resulting in reports or prescriptions for particular AT devices...*

How Success Will be Measured: Evaluation of the success of the project; how the changes in the target population or in the community can be recognized. This could include an analysis of records (e.g., to show trends in the frequency of behaviors), the administration of pre-and post-

tests to participants to show an increase in skills or a change in attitudes, caregiver surveys that indicate the impact of services (vs. satisfaction with staff), or changes in community-wide measurements. Aggregate data (vs. isolated endorsements) demonstrating the projects' results are required by a growing majority of corporate, foundation, and government funders. *Example: Imagine! will evaluate the success of the AT Lab by administering pre- and post-tests of client functionality using its own cross-disability assessment tool…an innovative level-of-functioning scale…*

Timeline: Timetable for implementation once funding is received, with reference to external contingencies if appropriate. *Example: During July, 2010, Imagine! will create the AT Lab. This will involve ordering equipment, hiring the AT Lab Coordinator, and installing and testing all technologies… (and so on through all of the steps)*

PROJECT PLANNING FORM

Project Name:

Project Coordinator:	Executive Team Oversight:

Need:

Beneficiaries:

Goal #_____:

Significant Collaborations:

	Outcomes / Objectives	Activities	How Success Will be Measured	Timetable for Activities and Evaluation
#1				
#2				
#3				
#4				
#5				