

PROJECT DEVELOPMENT

from a pitch to a project

WHAT IS A PROJECT?

a temporary endeavor undertaken to create a unique product, service or result

WHAT IS A PROJECT PROPOSAL?

In the non-profit world, a proposal is a document with which an NGO puts forward a specific project to a donor for funding consideration. Thus, a proposal is a tool for NGOs to gain funding, and for donors to decide who to fund. In other words, a project proposal explains the plan and purpose for the set of activities an NGO wishes to implement, and requests funding from a donor.

PROJECT TIMELINE

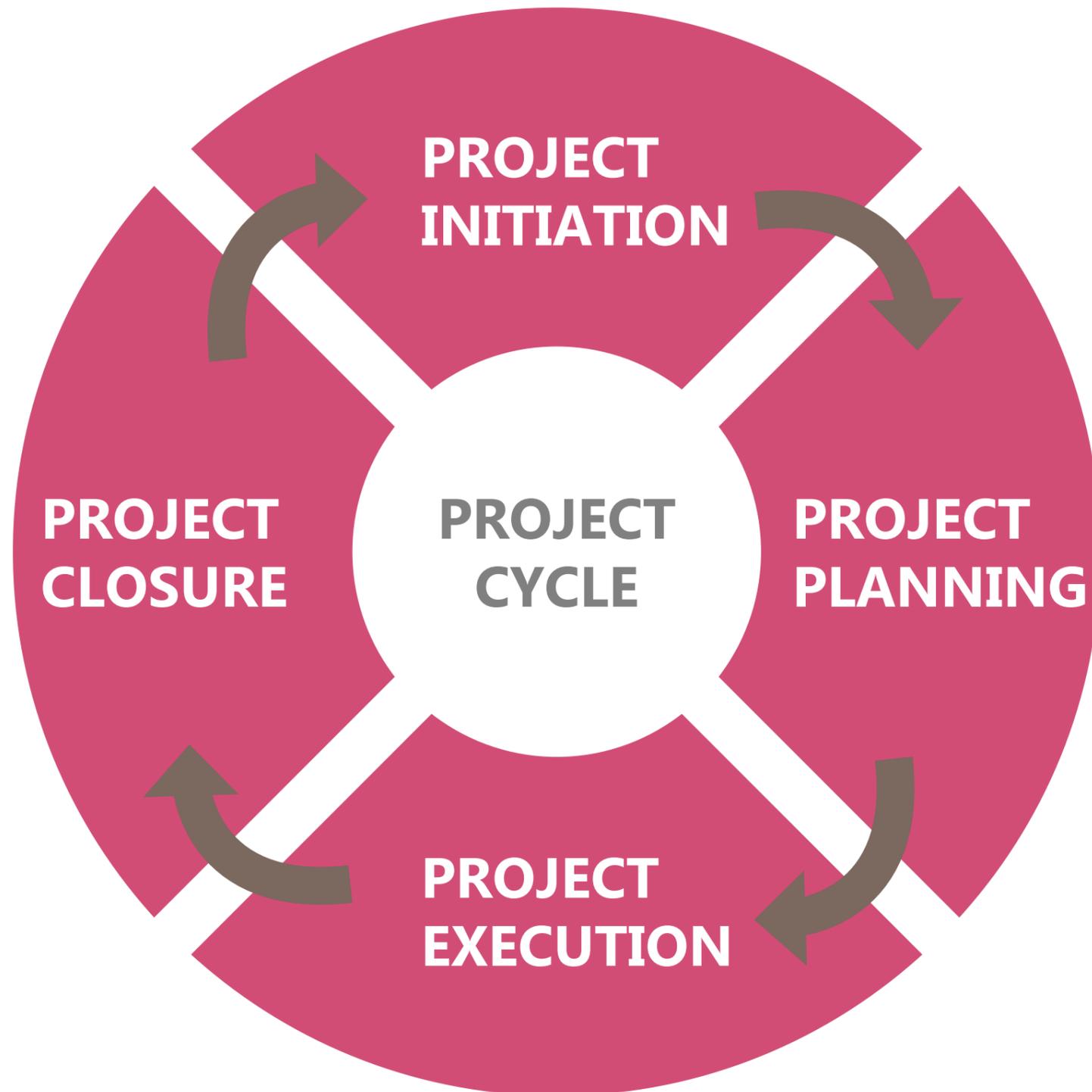


CORE PHASES OF ANY PROJECT

before // during // after



PROJECT MANAGEMENT



Project management is the application of processes, methods, knowledge, skills, tools and experience to achieve the project objectives.

Project management is the practice of initiating, planning, executing, controlling, and closing the work of a team to achieve specific goals and meet specific success criteria at the specified time.

ELEVATOR PITCH



...you have 30 seconds

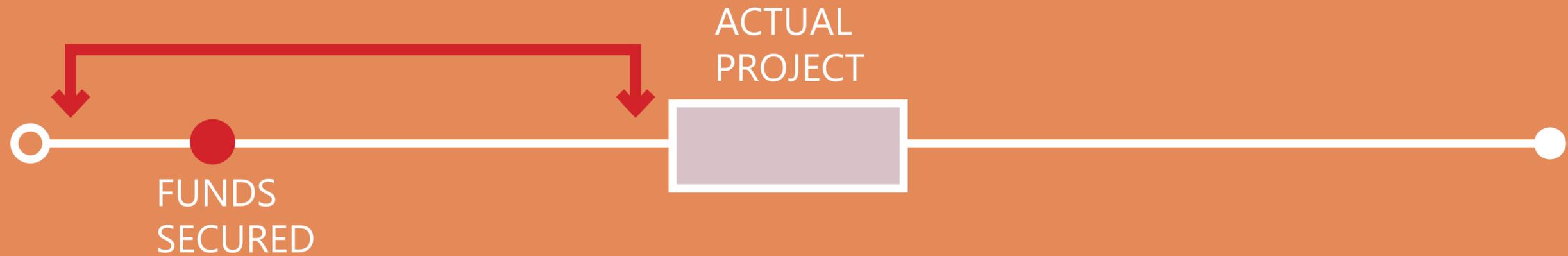
KEY WORDS
your idea in a nutshell

PROJECT INITIATION



- + clear idea / concept
- + defining aims and objectives
- + key words

PROJECT PLANNING



- + project proposal
- + call for partners / labels
- + financial strategy
- + budget planning
- + monitoring & reporting strategy
- + funding applications
- + PR strategy
- + project planning (i.e. programme)
- + call for participants
- + promotion

PROJECT EXECUTION



- + realisation of the project programme / activities
- + risk monitoring / control
- + immediate reactions to feedback / iteration
- + recording / collecting data

PROJECT CLOSURE



- + feedback & evaluation
 - + reporting
 - + reimbursements
 - + analysis
- + planning for the future

PROJECT PROPOSAL

...what? why? how?...

BASICS

- Location
- Time / duration / date
- Project title
- Project team
- Partners
- Number of participants or expected outreach

WHAT

- Project summary
- Context / reason
- Aims
- Objectives

HOW

- Flow / process
- Approach / methodology

IMPACT

- Expected outcomes
- Deliverables
- Long-term impact
- Follow up

PROCESS

MONITORING, RECORDING,
EVALUATION AND REPORTING
STRATEGY

PARTICIPANT OR TARGET GROUP PROFILE

- Age range
- Nationality
- Education level
- Expertise / skills
- Cultural background
- Disabilities

...

APPLICATION PROCESS

- eligibility
- form
- criteria

WHAT YOU WANT...

EXPECTED OUTCOMES

the changes or results expected to be achieved after the successful completion of the project. The outcomes could be quantitative or qualitative or both.

IMPACT

the long-term outcome
who will benefit from it and how?

EXAMPLES

EXPECTED OUTCOMES

A 5% increase in the number of German speaking immigrants in Berlin.

IMPACT

A better social attitude towards immigrants in Berlin.

WHAT YOU GET...

OUTPUT / OUTCOMES

Output is what you actually deliver or gain.
Outcome is the actual mid-term result or change.

DELIVERABLES

The tangible or intangible quantifiable results of the project.

EXAMPLES

OUTPUT / OUTCOMES

Total of 50 immigrants have taken the language course and passed the final exam. 39 of them found a job within 2 weeks after project completion.

DELIVERABLES

- Report of a project
- Video with interviews
- Improved employability

SUPPORTING DOCUMENTS

- + budget
- + project timeline
- + detailed programme
- + info sheet
- + equality and diversity policy
 - + code of conduct
 - + application form
- + reimbursement guidelines and form