

GREEN PROJECT GUIDES

Write Your Project Plan

Once you know that a project is feasible and you would like to proceed with it, you will need a plan. Writing your plan will force you to organize and work through the details of how you are going to make your idea happen. At the end of this guide there is a worksheet to help you think through your idea and organize your plan. Complete it with your leadership team to help you expand your ideas while completing the exercises. The more input you receive, the better your project will be.



Making a plan can be difficult, especially if you don't know what to expect or have never done a project. However, there are a few steps you should think about when going into the plan. Plans are meant to be a loose interpretation of how your project will work in the long run, so try to make your plan a big picture view of your project.

1. Identify the goals of your project and your organization. These should be different if your project is a subsection of your organization.
 - a. Make sure goals are Specific, Measurable, Attainable, Realistic, and Timely (SMART). You should know what the impact would be as a result of a successful implementation of your idea. You can break your goals into long, medium and short-term goals. It helps if goals are quantifiable so you know when you have reached them. Additionally, make sure you can actually attain these goals given your personal time and financial constraints.
 - b. How does your project goal fit in with making the UA or Tucson community a more sustainable place? Why is it important to the UA or Tucson community? Who will benefit from or care about the outcomes?

Example goals:

Athletics Sustainability Program: Greening the Game

Long Term: Have recycling and composting in all athletics facilities, have bike valet programs at football and basketball games to reduce transportation impacts, and have at least 2 facilities run on renewable energy sources within 10 years.

Short Term: Get recycling in football and basketball stadiums in the first 2 years of the program and hire 10 staff to help with program implementation.

These goals are SPECIFIC because they tell you what exactly you need to accomplish. They are MEASURABLE because they tell you how much or what needs to happen within a certain amount of time. They are ATTAINABLE because the project has been well vetted among the campus community. If you have an idea for a project, but have not quite figured out how to start it yet, your goal can still be attainable, for example it might be to schedule a one-on-one meeting with a [decision maker](#).



The goals above are REALISTIC because they can be achieved on campus before graduating, unlike, for instance, a goal of ending world hunger with sustainable infrastructure. Finally, these goals are TIMELY because they have time frames within which they can realistically be completed. Goals can always be modified based on how the project is going, but overall use the SMART goals outline to ascertain the best approach for your group.

2. Identify strengths and weaknesses of the project and, if applicable, group members. Identify what knowledge or skills you need for the project to be successful.

Example: Students may want to create a community garden at the UA, where they can build the garden, rent out plots, and expand the infrastructure. However, if the plants do not grow because the students do not know how to garden, there will be problems for the success of the garden. Finding resources to account for this is important and should be considered. Bring in a speaker on gardening or talk to a teacher about using curriculum to teach the students about gardening before beginning the project.

3. Figure out who needs to be involved for this project to be successful based on what weaknesses you have.

For most everything on the UA Campus and in the Tucson community, some person or unit is responsible for making it happen. It is important to engage these stakeholders and be aware of them. Make a list of people/entities that might be necessary to make your project move forward. See the [Department List](#) and the [Working with Government and Community Project Guides](#) to identify stakeholders who could help you. If you do not initially know who to talk to, you will need to ask around to find the person who will say “yes” to your project. Additionally, identify groups, students, or community members that can help your project be successful.

4. Make a timeline for implementation of your idea

Identify when certain aspects of the project need to occur. If you are applying for funding, you might have certain deadlines that you need to meet in order to fulfill the requirements of the funding.

Tip: Insert important dates that you have no control over into your timeline and then plan backwards to determine what you need to accomplish in order to make sure elements of the project get done in a timely manner. When planning your timeline, keep in mind busy times like holidays, finals, and/or midterms.

5. Manage your resources.

Do you need money or specific items to make your project successful? Make a list of how much money you need to fundraise, or the materials you need. You might be able to get these donated, but first you need to identify what you need. See the [Develop a Budget Guide](#) for help. Talk to people that have done a similar project, and identify what they used to make their project successful. You can also find out how much your project will cost by researching a similar one. For some suggested fundraising methods other than Green Fund read [Funding Sources](#).

Project Planning Worksheet

1. Leadership Team

Before you can make any plans for creating and running a campaign, you must organize a group of people who are committed to working together to coordinate and bottom-line the various responsibilities of running a campaign. See the [Managing Your Team Guide](#) and [Mission Document](#). These will help you create:

- Shared Understanding
- Shared Commitment
- Shared Purpose
- Shared Structure

Who is on your leadership team? Who would you like to be on your leadership team? Write down several names:

-
-
-
-
-
-
-
-

2. Issue Focus

What is the issue that you want to work on? This should not be framed as a problem, but as a solution.

Example: Too much water consumption in dry areas --> We have an opportunity to increase the amount of water left in our ecosystems with water conscience communities.

What is your issue?

3. Background Research

When working on a campaign it is important to research what is already being done with the issue you want to address, and what can be done with it. This makes sure that you do not replicate work, and that you know what you are talking about when talking to decision makers. See the [Background Research Guide](#) to help you think of questions, and look at the projects UA has participated in so you can learn from them.

List any previous projects that are similar to your idea:

What questions might you ask to people around you to find out more about what is being done with your issue? Make sure to research who is being most directly affected by these issues and talk to them about their experiences. Write down at least 8 questions.

4. Shared Ownership

It is of the utmost importance to bring in as many people and perspectives as possible while planning and executing a campaign or project. Especially before finalizing your goals, it will be important to reach out to the people most directly affected by the issue to find out what change they want to see.

What do you know about who is being most directly impacted by your issue? Who are they? How are they being impacted? What would they want to see as a result of working with you? Write down what you know already related to these questions as well as ideas of what to look into to get a better idea of the atmosphere you are trying to create around your project.

TIP!!! Give credit where credit is due and recognize your partners. Also, if you are working with disenfranchised populations, let them speak for themselves. They can tell their stories and experiences much better than you can.

5. Goals

You will need to think of long-, medium- and short-term goals for both the campaign and the organization that you are developing. This helps you determine what you are working on and how you are going to work on it.

Remember to keep goals SMART!

S- Specific

M- Measurable

A- Attainable

R- Realistic

T- Timely

Campaign goals

Long:

Medium:

Short:

Organizational goals (how do you want your organization to change over the years?)

Long:

Medium:

Short:

6. Strengths and Weaknesses

What does your group have going for it? Where are you lacking? Think about money, people (numbers, skills, connections), resources (office/meeting space, copier access, etc.).

Make a list of these strengths and weaknesses and think critically about how you can use your strengths throughout the campaign and how you can make up for your weaknesses.

Strengths

Weaknesses

7. Allies, Competitors, and Opponents

Who can you bring in to help counter your weaknesses? Are there groups that would be interested in this issue for other reasons, or that have other sources of power that they can bring to bear on the issue? With whom might you be competing for the same constituency, volunteers, or other resources (it's good to identify them early so you can cooperate instead of compete)? Who will oppose you and what do you expect they will do?

Identify some allies, competitors and opponents, and think of ways that you can work with them or change the power relations between your campaign and theirs.

Allies How will we work with them?

Competitors Is there any way to collaborate or work towards one goal?

Opponents Can we get them to change sides? How do we counter them?

8. Targets and Public Audiences

Your Target is the person/organization who can give you the change you want. Who is the target of your campaign?

What do you know about your target?

Secondary Targets

Secondary Targets are people who have direct access to your target and have influence over their decisions. Who could be secondary targets for your campaign?

What connections do you or could you have to them?

Public Audiences

Public Audiences are individuals or groups of people that your target listens to. They are people that your target needs to be on good terms with. For example: local business leaders, NAACP, labor unions, voting constituents, etc.

What public audiences will be valuable to your campaign?

What interest might they have in achieving your goals?

9. Strategy and Tactics

Remember:

- Strategy is a THEORY for how you can turn the RESOURCES you have into the POWER you need to win the CHANGE you want.
- Tactics are actions and activities in your campaign that get you closer to achieving your goal.

Quickly review what your goals are, then begin crafting a winning strategy. First, it is essential to know your target's self-interest. What matters to him/her/them? What do they want? What do they not want?

Strategy Statement

A strategy statement looks like this:

If (we do blank) , then (blank outcome will be achieved) , because (the reasons why blank works) .

Write your own Strategy Statement:

IF:

THEN:

BECAUSE:

Tactics

Brainstorm some possible tactics that could be used effectively in your campaign (example: petition, movie series, showing up to certain meetings, having unique public events, etc.)

10. Campaign Communications

See the [Marketing Guide](#) to help with this section of your plan.

Think about the way you want your projects and organization to look. Make sure that image fits in with the University of Arizona culture and branding if you want the UA to be involved. It will be easier to adopt if it already fits in.

Create a campaign message. This is usually a brief slogan that encapsulates your campaign and is designed to influence your target and enlist the help of your public audiences in generating that influence. It's important to identify target audiences' values so that you can appeal to those values with your message.

Write your own campaign message in 75 characters or less:

11. Timeline

Start from when you want to complete your campaign and plan backwards. First set deadlines for your goals, then figure out time frames to accomplish the tactics or steps needed to reach those goals.

On the line below, construct a timeline with deadlines for your tactics and goals.

12. Volunteer and Resource Management

Identify what tasks volunteers might do. Volunteers want to be useful—they do not sign up and take time out of their day to not have anything to do. Make a list of things your volunteers can do:

It is very important to show your appreciation for volunteer's efforts. You should always at the very least thank them and give them credit for their contributions to the project. Make a list of ideas for recognizing and/or rewarding them, such as benefits they could receive from being a part of the project.

A budget is one of the most critical things in a campaign or project. See the [Develop a Budget Guide](#) for help with managing your resources.