<table>
<thead>
<tr>
<th>Type of Projects</th>
<th>Common Outcomes, Products</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEEDS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>CAPACITY OF KNOWLEDGE</strong></td>
<td></td>
</tr>
</tbody>
</table>
| Projects address what partners might need to KNOW to better fulfill their mission | 1. Primary Data Collection -- *creating new information through for example focus groups, surveys, or interviews*  
- Research Report  
- Presentation of Findings information gained through:  
- Survey(s)  
- Interviews  
- Oral Histories  
- Quantitative Data Analysis  
- Focus Groups  
- Mapping  
- Content Analysis |
|                                                                                 | 2. Secondary Data Analysis -- *understanding existing information to share through, for example, a report or presentation*  
- Program Implementation with a summary of the process (so it may be replicated)  
- Written plan or presentation for a new or evolved program  
- Handbook  
- Curriculum Development  
- Written Report (of best practices or program evaluation) |
|                                                                                 | 3. Needs Assessment -- *identifying and prioritizing community needs*  
- Program Evaluation  
- Best Practices and Models  
- Program Design/Development  
- Synthesizing Existing knowledge -- *for example, creating videos, brochures, website text, social media campaign, or a marketing plan*  
- Video  
- Brochure  
- Website, blog  
- Social media  
- Marketing campaign  
- Logo or brand development  
- Theatric representation  
- Contributions to news outlets  
- Storytelling or Creative events |
|                                                                                 | 4. Asset Mapping -- *identifying the resources and stakeholders that could be mobilized toward addressing a community need*  
- Program Design/Development  
- Synthesizing Existing knowledge -- *for example, creating videos, brochures, website text, social media campaign, or a marketing plan*  
- Video  
- Brochure  
- Website, blog  
- Social media  
- Marketing campaign  
- Logo or brand development  
- Theatric representation  
- Contributions to news outlets  
- Storytelling or Creative events |
| **PROGRAMMATIC CAPACITY**                                                        |                                                                                          |
| Projects address HOW partners might more effectively fulfill their mission through strategic ACTIONS | 1. Program Evaluation -- *understanding the effectiveness of organizations’ program(s) or service(s)*  
- Program Implementation with a summary of the process (so it may be replicated)  
- Written plan or presentation for a new or evolved program  
- Handbook  
- Curriculum Development  
- Written Report (of best practices or program evaluation) |
|                                                                                 | 2. Best Practices and Models -- *exploration of case studies that would be helpful or instructive*  
- Program Design/Development  
- Synthesizing Existing knowledge -- *for example, creating videos, brochures, website text, social media campaign, or a marketing plan*  
- Video  
- Brochure  
- Website, blog  
- Social media  
- Marketing campaign  
- Logo or brand development  
- Theatric representation  
- Contributions to news outlets  
- Storytelling or Creative events |
|                                                                                 | 3. Program Design/Development -- *Designing and/or making recommendations for the development of particular program, curriculum, process, event, or other form of infrastructure the organization can then sustainably implement*  
- Program Implementation with a summary of the process (so it may be replicated)  
- Written plan or presentation for a new or evolved program  
- Handbook  
- Curriculum Development  
- Written Report (of best practices or program evaluation) |
| **COMMUNICATIONS CAPACITY**                                                      |                                                                                          |
| Projects address how partners might better share their story to RAISE AWARENESS of issues or their work, and/or EDUCATE others on their mission | 1. Synthesizing Existing knowledge -- *for example, creating videos, brochures, website text, social media campaign, or a marketing plan*  
- Program Implementation with a summary of the process (so it may be replicated)  
- Written plan or presentation for a new or evolved program  
- Handbook  
- Curriculum Development  
- Written Report (of best practices or program evaluation) |
|                                                                                 | 2. Extending Knowledge to New Communities -- *e.g. efforts to translate materials into Spanish, adapting materials to new audiences, etc.*  
- Program Design/Development  
- Synthesizing Existing knowledge -- *for example, creating videos, brochures, website text, social media campaign, or a marketing plan*  
- Video  
- Brochure  
- Website, blog  
- Social media  
- Marketing campaign  
- Logo or brand development  
- Theatric representation  
- Contributions to news outlets  
- Storytelling or Creative events |
|                                                                                 | 3. Creative Projects -- *representation of knowledge through for example, logo or brand development, theatric representation of an educational theme*  
- Program Design/Development  
- Synthesizing Existing knowledge -- *for example, creating videos, brochures, website text, social media campaign, or a marketing plan*  
- Video  
- Brochure  
- Website, blog  
- Social media  
- Marketing campaign  
- Logo or brand development  
- Theatric representation  
- Contributions to news outlets  
- Storytelling or Creative events |
## Financial Capacity

Projects address how partners might mobilize more (or more sustainable) funding.

1. **Grant Writing** – supporting grant-writing efforts through synthesizing or gathering relevant knowledge
2. **Fundraising Support** – through design of sustainable strategies, events, and processes

- Foundational research report to be used for grant
- Grant proposal
- Fundraising Event
- Fundraising Strategy

## Human Resources/Capacity

Projects address how partners might best leverage people (staff, volunteers) to fulfill their mission.

1. **Volunteer Support Projects** – supporting recruitment, training and preparation, and retention
2. **Professional Development projects** – supporting professional development, training and preparation, fulfilment and retention of professional staff

- Volunteer Training or Professional Development events or curriculum planning
- Volunteer or Staff Handbook
- Retention Analysis (volunteers or staff)
- Human Resource Analysis – staff structures, models, etc.

## Capacity of Opportunity

Projects help understand or create external conditions (e.g. political or social) that enhance an organization’s ability to fulfill their mission.

1. **Policy Review** – evaluating the effectiveness, outcomes, and/or implementation of a policy
2. **Campaign** – organizing collective action toward a particular political or social goal that impacts your partner’s work

- Policy Analysis
- Policy Recommendation
- Social Action Campaign

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4. **Storytelling Initiatives** -- efforts to better communicate untold or less visible stories; particularly impactful in centering and elevating marginalized voices, narratives, and forms of knowledge
**PROJECT NEEDS BRAINSTORMING**

*Use the following questions to brainstorm project needs for community organizations.*

<table>
<thead>
<tr>
<th>Brainstorming Question</th>
<th>Supports:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why does your organization exist?</td>
<td></td>
</tr>
<tr>
<td>What do you wish you better understood about the problems, issues, cultures, and</td>
<td>Mission/Purpose</td>
</tr>
<tr>
<td>systems that produce a need for your organization?</td>
<td></td>
</tr>
<tr>
<td>What are the dreams and goals for your organization?</td>
<td>Objectives</td>
</tr>
<tr>
<td>How might these dreams and goals need to evolve?</td>
<td></td>
</tr>
<tr>
<td>To what extent is your organization making a difference? How do you know?</td>
<td>Impact</td>
</tr>
<tr>
<td>How do you tell the story of that impact?</td>
<td></td>
</tr>
<tr>
<td>What is limiting your organizational effectiveness?</td>
<td>Effectiveness</td>
</tr>
<tr>
<td>How might your organization be more effective? What work, models, or organizations</td>
<td></td>
</tr>
<tr>
<td>inspire you?</td>
<td></td>
</tr>
<tr>
<td>What problems do you currently face? What are their solutions?</td>
<td>Problem-Solving</td>
</tr>
<tr>
<td>What is your greatest challenge for the next month, and how is your organization</td>
<td></td>
</tr>
<tr>
<td>addressing it? What about for the next year, five years, or ten years?</td>
<td></td>
</tr>
<tr>
<td>What changes do you foresee impacting your organization in the future, and how might</td>
<td>Navigating Change</td>
</tr>
<tr>
<td>you adapt to them?</td>
<td></td>
</tr>
<tr>
<td>What decisions do you make, or have made, when the best option isn’t clear?</td>
<td>Decision-Making</td>
</tr>
<tr>
<td>On what issues do people disagree within your organization?</td>
<td></td>
</tr>
<tr>
<td>What might you want to know about your clients, or the population with whom you</td>
<td>Understanding Community/Clients</td>
</tr>
<tr>
<td>work, that you don’t have the time and resources to find out?</td>
<td></td>
</tr>
<tr>
<td>To what extent do you work <em>with</em> not <em>for</em> the community?</td>
<td>Inclusion and Equity</td>
</tr>
<tr>
<td>To what extent is your organization diverse, inclusive, and equitable?</td>
<td></td>
</tr>
<tr>
<td>How might you work more collaboratively and strategically with other organizations in</td>
<td>Collective Impact</td>
</tr>
<tr>
<td>your field?</td>
<td></td>
</tr>
<tr>
<td>What do funders and donors want to know?</td>
<td>Fundraising</td>
</tr>
<tr>
<td>What questions do clients and communities ask that you are unsure how to answer?</td>
<td>Communicating Knowledge</td>
</tr>
<tr>
<td>What about partners and collaborators? Volunteers?</td>
<td></td>
</tr>
<tr>
<td>What questions should your organization be asking?</td>
<td>Strategic Thinking</td>
</tr>
<tr>
<td>If you had more time or resources, what would you like to learn more about?</td>
<td>Professional Development</td>
</tr>
</tbody>
</table>