

# PROJECT PLANNING TEMPLATE

New Project       Continuing Project

Project Start Date: \_\_\_\_\_

Project End Date: \_\_\_\_\_

Project Title: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Potential Project Partners (if applicable): \_\_\_\_\_

Project Description/Overview of activities:  
 \_\_\_\_\_  
 \_\_\_\_\_

**1. What are the economic, social and environmental factors affecting your target audience? How will the project address these factors?**  
*People are often affected by trends, shocks and seasonality – things over which they have limited or no control. For example: population trends, economic trends, governance, disease, climate, pollution, natural disasters, conflict, and/or the seasonality of prices, production and employment opportunities.*

	Factors	How will you address it?
Economic		
Social		
Environmental		

**2. What are the desired outcomes of the project’s target audience?**  
*The team should investigate, observe and listen to the priorities, needs, wants and goals of the target audience.*  
 \_\_\_\_\_  
 \_\_\_\_\_

**3. How is the target audience trying to achieve these outcomes currently? What is and isn’t working?**  
 \_\_\_\_\_  
 \_\_\_\_\_

**4. How will your team empower the target audience to achieve the desired project outcome(s)?**  
 \_\_\_\_\_  
 \_\_\_\_\_

**5. How will your team utilize entrepreneurial action in carrying out the project?**  
 \_\_\_\_\_  
 \_\_\_\_\_

**6. How will achieving the desired project outcomes empower the target audience to improve their livelihoods?**  
 \_\_\_\_\_  
 \_\_\_\_\_

**7. How are you going to measure the direct impact of your project?**

Quantitative Measurement Tools	Qualitative Measurement Tools

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8. What are the potential indirect outputs and outcomes your project?

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9. What type(s) of media coverage do you anticipate for your project? How will you measure the media impressions?

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10. What resources are needed to complete the project?

People resources needed:

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Physical resources needed:

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Total students involved:

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11. What is the project's budget?

Costs Item	Price
Total Budget Needed:	

12. What specific tasks and corresponding deadlines are required to complete the project?

Task	Deadline	Person Responsible

13. What steps will you take to ensure the long-term sustainability of your project?

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