

PROJECT DESIGN



Overview

This should capture the basics of where you are working, who you are working with and what to include in your promotional material.

Project name		
Project Date(s) and times		
Property address		
Exact meeting location	<i>Note exact details on where to meet, if there are any features in the landscape people can look out for, any tricks to finding properties. Include link to Google map if possible.</i>	Travel time to destination:
Objective of project		
Any other events that may impact your project	<i>Are there any events that may affect traffic, parking, compete with you getting volunteers to your project e.g. music festivals or university exams etc.</i>	
Expertise required to guide activities		
Project partner(s)		
Accommodation provided	Y/N	Type:
Amenities	Y/N	Type:
Access to drinking water		
Areas of interest for recreational activities	<i>I.e. Swimming holes, bush walking trails, dam, camping areas etc.</i>	
Wet weather contingency	<i>Note whether you will go ahead, how you will communicate with everyone if event is cancelled i.e. Check Facebook group night before or email or text all registered volunteers.</i>	
Emergency services point of reference	<i>In the event of an emergency, this is the information you will need to provide to police or ambulance services. Note nearest cross roads and street names and other information related to your site location.</i>	

Project coordination

These are the people who will be playing a role in organising components of your project, promoting the project and running the project.

Coordinator(s)	Assistants Committee	Committee	Other volunteers

Communication and promotion

This list will help keep you on track with your promotion and keep your message consistent.

Email networks	<i>Who will you email information about your project to? Are there other networks who will promote your project?</i>
Slogan	<i>This may be something to capture what your project is trying to achieving in a short sharp succinct way, it may also be attached to a bigger campaign that you are tapping into that has a slogan attached to it.</i>
Hashtags to be used	<i>You can attract other networks and their followers to your promotion by using popular hashtags in your posts. Consider big name campaigns/projects that are already in the spotlight or national organisations which also represent what you are doing and you can leverage off their popularity.</i>
Handles to include (other networks and organisations to leverage off)	<i>You can attract other networks and their followers to your promotion by tagging them in your posts. They may share what you are doing to their networks resulting in more attention to what you are doing.</i> #landcare #younglandcare
	 <i>List the social media accounts that you want to tag in your publicity to draw attention to what you are doing.</i>
	
	
Website	
Media release prepared	Y/N
Mainstream media (who?)	Television: Radio: Newspapers: Magazines:
Community talks (which groups?)	<i>This will be to any key groups in your community you think you may attract volunteers from e.g. University lectures, school groups, youth centres, other clubs and societies etc.</i>
Registrations	<i>How will you collect registrations for your project? Will this be via an RSVP to your email or on social media? How will you communicate with those who will register regarding what to bring, if you have cancelled the event due to wet weather etc.?</i>
Promotion timeline	Related activity
At least one month before project date	
Two weeks prior to the event	
Week leading up to event	
At event	
Post event	

Monitoring and evaluation

Project:		Date:
		Location:
Name of person carrying at M&E:		
Description of activity		
Achievements i.e. Area of weeds removed (ha), trash removed (kg)		
Number of volunteers engaged in project		
Number of <u>new</u> volunteers engaged		
Hours worked		
Photo recorded	Y/N	
Any injuries or incidents		
Any significant plant or animal species noted i.e. Threatened/Endangered species animals		
Other information or comments		

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