



PROJECT PLANNING BASICS

The following information about project planning is intended to help when completing the application sections titled “Project Outcomes,” “Methods,” and “Data Collection and Evaluation.” If you have any questions or would like further assistance, please contact: Mona Hamdy at mhamdy@mosaicfound.org or (202) 388-0000.

OUTCOMES

Outcomes help everyone to understand what change in the human condition is expected to occur as a result of the proposed project. When creating outcomes, think about the following questions:

To what extent have participants benefited from involvement with your project? What are the effects on the participant’s knowledge, skills, attitudes, behavior or condition?

Limit the number of outcomes for a project by focusing on one, two or three most important results.

Outcomes should be:

- measurable
- realistic
- relevant to the problem or issue being addressed

When identifying expected outcomes of a project, consider:

- who or what will be changed?
- what is the nature of the change?
- how much change can reasonably be expected to occur?
- when will the change take place?

Key words that may be helpful in writing outcomes:

Desired Effect	On Whom or What?	Specific Outcome
To...	the ...	
increase	client’s	ability to...
decrease	individual’s	skills for...
maintain	child’s	knowledge of...
reduce	elderly’s	fear of...
improve	neighborhood’s	likelihood of...
enable	agency’s	incidence of...
ensure	family’s	understanding of...

INDICATORS

Indicators help to measure the success of a project's projected outcome. Indicators should be clear and easy to understand, relevant to the project, economical to obtain, adequate in their measure and can be monitored over time.

MEASUREMENT AND DATA MANAGEMENT METHODS

Data collection and evaluation are necessary components of project design. Proper evaluation allows us to see whether a project was successful or not. Although the amount of effort put into evaluation is determined by the size and complexity of the project, some evaluation is necessary for any project. Most evaluation plans include some form of data collection, data analysis, reporting and dissemination.

PLANNING MATRIX EXAMPLE

Goal: Increased use of HIV/AIDS Prevention Services, Products and Practices			
Outcome(s)	Indicators	Measurement and Data Management Methods	Activities
1. Demand for HIV/AIDS prevention services and products increased	<p>1.1 ___% change in number of clients at VCT centers Baseline: , Mid-term: , EOP:</p> <p>1.2 ___% change in high-risk women knowing that condoms can prevent HIV Baseline: , Mid-term: , EOP:</p> <p>1.3 ___% change of out of school youth knowing that condoms can prevent HIV Baseline: , Mid-term: , EOP:</p> <p>1.4 ___% change of number of selected high risk clients seeking BBC or interpersonal services Baseline: , Mid-term: , EOP:</p> <p>1.5 ___% change in condom usage among sex workers (or other target group) Baseline: , Mid-term: , EOP:</p> <p><i>Where 100% = 40 MFI members of the Federation of Microfinance Institutions</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Attendance records of workshops. <input type="checkbox"/> Surveys from target groups <input type="checkbox"/> Log/registration from VCT centers <input type="checkbox"/> Random sampling interviews with target groups <input type="checkbox"/> Database that stores disaggregated data <input type="checkbox"/> Analyze trends annually 	<ul style="list-style-type: none"> <input type="checkbox"/> Condom promotion through distribution in schools, medical clinics, public restrooms, workplace, bars <input type="checkbox"/> Peer education <input type="checkbox"/> Outreach activities <input type="checkbox"/> Making key partnerships with leaders and decision makers <input type="checkbox"/> Production of IEC materials in French and local languages <input type="checkbox"/> Mass media campaigns <input type="checkbox"/> Incorporation of STI diagnosis and treatment referrals and service <input type="checkbox"/> Capacity building for NGOs which will carry out training services <input type="checkbox"/> Social marketing campaigns via radio, TV, magazines, newspapers, posters, matchbooks, pens, soda cans etc.

