# PROJECT DESIGN: 4 KEY COMPONENTS

A complete project design lays out the *WHY*, *WHAT*, *WHO*, *WHERE*, *WHEN*, and *HOW* of your project.

## 1. THEORY OF CHANGE

**How and why a project will address a cause of a problem to improve the situation**

**THINK:** “If we do X, then Y.”

Avoid causal leaps (e.g., “if residents increase their knowledge, then we will eliminate hunger”) and instead ensure that the desired outcome logically follows from your project focus.

**EXAMPLE:** If residents in our county increase their knowledge of food production and consumption, then they will reduce food waste.

## 2. GOAL

**The ultimate outcome the project aims to achieve**

**THINK:** What is the positive change that will result once the project is implemented?

Be clear on **who** (small farmers, young women of color, older residents without four-year degrees, etc.) would be targeted in your intervention and **where** (county-wide? certain neighborhoods?)

**EXAMPLE:** A reduction in food waste in our county.
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**WORKPLAN**

A set of activities the project team will carry out to achieve its goal.

**THINK**: What needs to happen in what sequence to achieve our goal? For each activity, who will do what specific tasks and when will they do them?

Focus on **what you as community members can do** in the limited time you’ll have to implement your project.

Ensure each team member is responsible for at least one key activity in your workplan.

**MEASURES OF SUCCESS**

Used to assess the extent to which the project team has achieved its desired outcomes.

For each desired project outcome, identify:

- **An indicator**: the metric you will use
- **A target**: what success (as a # or %) would look like
- **A data collection plan**: how you will collect the data

Ensure the desired outcomes and targets are realistic given your workplan.

### EXAMPLE OF DESIRED OUTCOME
More job opportunities for immigrants and non-immigrants in rural areas in the Eastern Shore.

### EXAMPLE OF DESIRED INDICATOR
Number of new jobs created in Eastern Shore over the duration of the project.

### EXAMPLE OF DESIRED TARGET
Increase of 3% relative to previous 6 months.