



*City of Houston
Developing and Managing a
Successful Community
Project*

Envisioning Your Project



Define the Scope

- What is it you are supposed to accomplish?
- What is the project objective?
- Equally important is defining what is not included in the scope of your project.

This where you define your: (WWWVWH)

- Who
- Why
- When
- What
- Wants
- How



Determine Available Resources

- What people, equipment, and money will you have available to you to achieve the project objectives?
- How do you manage all of these pieces? (Delegate)



KEYS TO SUCCESS WHEN DEVELOPING AND MANAGING A PROJECT

- PROJECT SELECTION
- ORGANIZATION
- RESOURCE UTILIZATION



PROJECT

SELECTION

What should we do?

- Brain Storming
- Setting goals
- Starting Project
- Completing Project
- Celebrating



BRAINSTORMING

- WHO
 - PARTICIPATION
 - *CHURCHES / LOCAL SCHOOLS*
 - *SCOUTS*
 - *COMMUNITY GROUPS*
- WHAT
 - WHAT KIND OF PROJECTS WILL BE SUCCESSFUL WITH YOUR GROUP
 - *BAKESALE*
 - *TRASH PICK-UP*
 - *TREE PLANTING*
 - *FUNDRAISER*
- WHEN
 - SETTING TARGET DATE
 - *START*
 - *FINISH*
 - *REPORT*
- HOW
 - WHAT TOOLS ARE NECESSARY TO GET THIS DONE?
 - *MONEY*
 - *VOULUNTEERS*



Don't Forget

- Project management
- Decide what you want to do
- Decide who should participate
- Choose a location
- Set a date and time
- Set a budget
- Publicize the event



Setting Goals

- WHAT DO YOU WANT TO DO?
 - EX: OUR GOAL IS TO ENHANCE A CITY PARK
 - EX: OUR OBJECTIVES ARE TO
 - INCREASE SHADE
 - DRESS UP ENTRANCE AREA
 - REPLANT BOULEVARD



Form A Committee To Oversee Progress

- Meet on a regular basis to track progress
- Responsibilities that result in successful projects

- Plan
- Organize
- Delegate
- Oversee



DETERMINE TIME REQUIRED TO COMPLETE EACH TASK

- BE REALISTIC
- SET SCHEDULE TO RE-GROUP AND CHECK THE PROGRESS OF EACH TASK
- SET TARGET DATES
 - WHEN WILL PROJECT BEGIN
 - WHEN WILL PROJECT END

DECIDE WHAT RESOURCES YOU NEED TO COMPLETE YOUR TASK

- TIME

- MONEY

<https://corporate.homedepot.com/wps/portal/Grants>

- SUPPORT

- Volunteers
- Material and Equipment

TIME MANAGEMENT

- **PLANNING** {Planning Phase runs *1-2 months in some cases 3*}
 - Cradle to Grave Approach
- **PROJECT COMPLETION**
- **FOLLOW-UP**
 - THANK YOU LETTERS
 - MAINTENANCE OF PROJECT
 - FINAL REPORT (can be one page summary)



MONEY / FUNDRAISERS



- FESTIVAL
- BAKE SALE
- CARWASH
- NATIONAL AND LOCAL GRANT PROGRAMS
- PRIVATE DONATIONS
- PARTNERSHIPS

<http://www.unitedwayhouston.org/Nonprofit+Connection/Grant+Opportunities/>

SUPPORT / EQUIPMENT



- VOLUNTEERS
 - NEIGHBORHOOD GROUPS
 - LOCAL SCHOOLS
 - SCOUTS
 - CHURCHES
 - LOCAL BUSINESS
 - AREA AGENCIES

When Looking For Support



Answer these questions:

- *How many volunteers do you need?*
- *What level of commitment do you expect from your volunteers?*
- *What skills are needed and when?*

Volunteers Need to Know...

- *Directions/Access to the Event*
- *What to Wear and Bring*

Social Media

- Email address??
- Facebook
- Twitter
- Youtube



Planning Media Relations

- **Newspapers:**
 - Local newspapers are a great way for community organizations to tell their stories. For coverage of local events in your community, contact the **Editor** of your local paper.

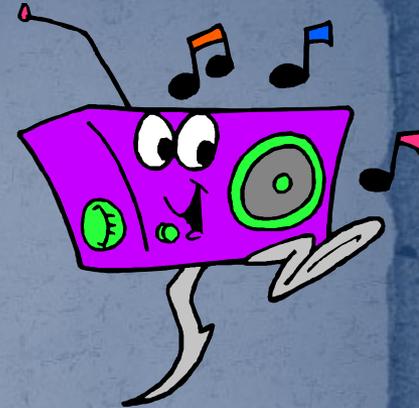
Planning Media Relations

- **Television:**
 - TV stations tell their stories with pictures. If your event is not visual, it is unlikely you will get coverage. Be prepared with photo opportunities for both print and television.



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Planning Media Relations



- **Radio:**
 - Radio can be a valuable means of contacting your audience. Find out your stations' formats (news, talk, music, etc.) and what sectors comprise their audience. If you are looking for young volunteers, don't go to a station that plays "oldies."

Most importantly, always respect their deadlines!

Press Releases and Reporters

- Be honest
- Be informative
- Be informed (know your facts)
- Be direct
- Be clear
- Tell what you want them to know



Day of Event

Materials/Equipment

- Create a checklist to ensure that your group is as prepared as possible. Checklist should include the following (depending on project):
 - Shovels
 - Trash bags/Gloves
 - Safety Vest (volunteers)
 - Trees (have delivered the day before)
 - Mulch (have delivered the day before)
 - Secured location
 - Water for trees/Water for volunteers
 - Etc.



Implementation of Project

Once you have a plan, what do you do?

- Follow the steps you have laid out for your group
- Understand that plans may change; be flexible
- Be prepared to solve unexpected problems

Example of community based activity: Tree Planting Project

- When to plant trees (*Planting Season October-February*)
- Who can plant tree
- Where to plant tree (*City right-of-way or private property*)
- Understanding where city right-of way begins and where private property ends (*Contact City Urban Forestry Division*)

Tree Planting Project (Continued)

- How to plant tree
- What kinds of trees are best for your neighborhood (contact local tree groups for information)
- How to care for trees (contact local tree groups for information)
- Who does the tree belong to after it's planted (if in city right-of-way)



POSSIBLE RESOURCE UTILIZATION

State and Federal Government

- Elected Official
- Texas Forest Service
- US Forest Service

Local

- Elected Officials
- City of Houston
- Harris County



Local and National Non-Profits

- Houston Park Board
- Fraternities and Sororities
- Lodges and Other Community Groups
- Scenic Houston
- Keep Houston Beautiful
- National Tree Trust
- National Arbor Day Foundation
- Boys and Girls Club

Bring Communities Together!



Build Partnerships



Work Together!!



Be Informed

