

## **Outline of a Project One Pager**

### **Mission statement**

Explain the project and what it will address. Mission statements quickly outline your purpose to anyone outside the organization which is crucial when recruiting new members, going out into the community or communicating with potential funders.

### **Goal Statement**

It is important you write your goals in a S(pecific), M(easurable), A(chievable), R(ealistic) and T(ime-bound) format. Here's an example:

*Increase knowledge of Human Rights (Specific) for 200 people (Measurable) through a photography exhibition at National University (Achievable and Realistic) in November 1-30, 2015 (Timebound).*

### **Target group**

Give a short overview of the target group of the project. Whose situation will be improved? What is their initial condition? How do they live now? What are the problems they experience, why, what will your project improve in their lives? Why do you think they will work with you?

### **Resources and responsibilities**

Outline what resources are needed to complete the project. Include all the necessary equipment, supplies and other things that you will need. Also, indicate human resources for your project. How many people will you need in your team, why do you need them, what will be their responsibilities, etc. (if you are the only person implementing the project, no need to worry about team and people's responsibilities).

### **Partnerships and cooperation**

Show the individuals or organizations that you will cooperate with during the project. If you want to get more funding/equipment or support from local business/NGO communities, please, indicate this and tell more about the purpose, why do you need to do this. The section is not required, so if you have no one to cooperate with, leave this empty.

### **Funding**

Give a short overview of the funding aspect. Why do you need money? On what resources? What is the contribution of local community (if there is one)? How might the project be sustainable after a long time? Will there be any risks regarding the project funding and how are you going to handle it?

### **Timeframe and milestones**

Provide an overview of the timeframe (e.g., the different phases of the project) and give detailed explanations of project milestones (Until X.Y.Z. we will have achieved BBB, etc.).

### **Contact information**

Give contact name, email, website, social media, email address and phone (if appropriate).