

CENTER FOR SUSTAINABLE DEVELOPMENT

Strategic Action Plan: Programming NGOs for Effective Community Development A Working Outline

VISION

- Establish Global Vision for the NGO's Community Development Programming
 - Interview key staff and draft NGO community development vision statement
 - Define geographic focus and scale
 - Define NGO's thematic focus
 - Determine if NGO is interested in single sector or multi-sector community development
 - Development philosophy: Top down or bottom up?
 - Compare how the organizational vision relates to internationally recognized development goals

STRATEGY

- Define Implementation Strategy
 - Number of communities
 - Determine whether clustered or dispersed
 - Establish timeline for results
 - Establish plan for community engagement, empowerment and disengagement
 - Define project design team and responsibilities
 - Policy on new development themes: partnering with specialists or in-house training?
 - Establish an ideal profile for field staff
 - Develop a monitoring plan to facilitate learning and gain a better understanding of impact
 - Incorporate Lessons Learned into programming
 - Establish community mentoring and follow-up programs
 - Evaluate effectiveness of U. S. volunteer programs

TOOLS

- Package the Program Strategy
 - Staff handbook on project management
 - Staff handbook for community engagement and participation
 - Staff handbook for NGO's standard products and interventions
 - Lesson plans and workshop materials for field staff to use in community workshops
 - Take-home learning materials for beneficiaries

TRAINING

- Training the Trainer Workshops
 - Staff workshops/courses for developing job skills
 - NGO staff organizational vision workshop; 2 days
 - [1 week training course](#) in community participation and project design for Field and Project staff
 - Mentoring and follow-up program
 - Training in monitoring and evaluation
 - [Management training](#) in personal and interpersonal management skills and techniques
 - 3 hour packaged presentation for visiting U.S. volunteer teams on community development

SUSTAINABILITY

- Funding and Community Support
 - Revise funding plan for community development programming
 - Define how projects can become increasingly sustainable. Engaging communities, government, business
 - Evaluate whether a U. S. volunteer program can contribute to sustainability
 - Define the size of a typical proposal
 - Establish fundraising and proposal writing team
 - Develop and list appropriate donors to approach

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