

Community Collaboration Project Canvas

Goals:

Project Description:

Success Looks Like:

Audience:

Partners:

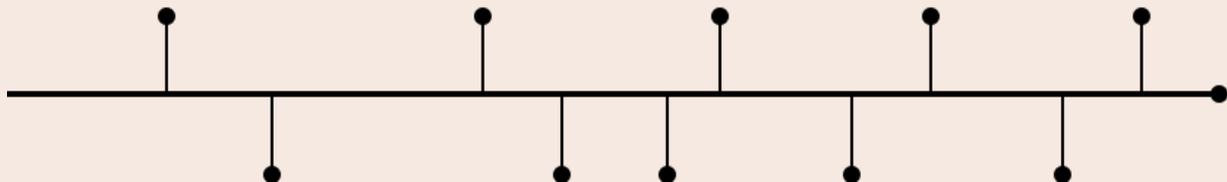
Marketing Goal:

Marketing Strategy:

Staffing Plan:

Budget Narrative:

Timeline:



Research Worksheet

Audience

Research online the specific groups who make up the audience you've identified: What can you learn about them? What are the demographics that are important and useful to your project?

Audience	Income	Age	Hobbies	Education	Audience Size

Competitors & Best Practices

Who are potential competitors—these are individuals or organizations that might be meeting the needs of your target participants or running a similar project. Can they provide best practices for your project?

Individual or Organization	Location	How do they fulfill need?	How is your project the same?	How is your project different?	What makes your project unique?

Collaborators and Resources

Who are like-minded or complementary organizations or individuals? Who are potential partners? These are individuals or organizations who provide complementary services or products and/or who share similar goals and values. Can they provide revenue too?

Individual or Organization	What are shared goals or benefits?	How do you benefit?	Benefits for the partner	Resources available

Marketing Worksheet

Target Audience: _____

Outlets	Activity	Frequency	Details
Blog			
Facebook			
YouTube			
Other Social Media			
Email Newsletter			
Marketing Collateral			
Paid Advertising			
Public Relations			
Guerilla Marketing			

Budget Worksheet

Expense Category	Amount	Notes
Personnel		
Contracted services		
Project supplies		
Equipment/space/venue/rentals		
Marketing		
Printing (materials, collateral)		
Hospitality		
Postage & shipping		
Web fees/subscriptions		
Paid Advertising		
Other		
Total Cash Expenses		
In-Kind Expenses		
Goods		
Services		
Total In-Kind Expenses		
Total Expenses		

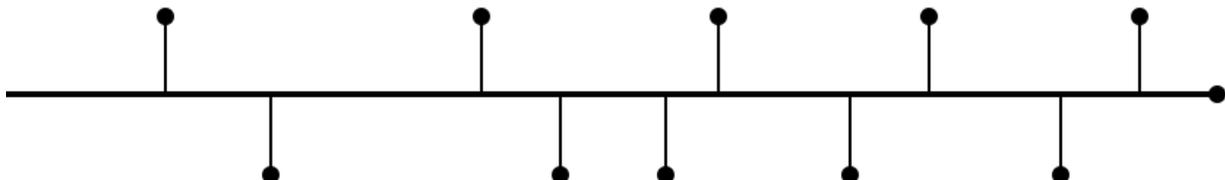
Revenue Category	Amount	Notes
Ticket sales		
Merchandise sales		
Fee for services		
Grants		
Sponsorships		
Donations		
Other		
Total Cash Revenue		
In Kind Revenue		
Goods		
Services		
Total In-Kind Revenue		
Total Revenue		

Staffing and Timeline Worksheet

How are you going to implement your project? Are paid staff, interns, and volunteers included? Define their job and how many there will be. This expense should be included in your project budget even if time is donated

Job title and brief description of work required	Type of position: paid, volunteer, intern,	Anticipated hours

Develop a one-year timeline to implement your project. Make a list of work and include preparation work through launch and wrap-up activities. Include major milestones or activities. Then plot them on a calendar to make sure you are allowing enough time. It's easier to work backward from your final event or date.



Community Collaboration Project Feedback

During the Shift Workshop Collaboration Teams teams had one full day to use design thinking to brainstorm, achieve consensus and do a business plan for a project using the constraints below:

- Address a community problem or local issue using creativity and business skills
- Be collaborative and connect people who don't often connect – should include multiple sectors from your community – like arts and business, education, healthcare, social service,
- Should be small scale so that success can happen quickly and lead to more collaborative successes
 - Can only have a one year project timeline
 - \$10,000 total project budget
 - Must be locally implementable by the team, other community folks, a local organization or agency

Help these teams refine their projects and their presentations by providing constructive feedback that can help your community grow and thrive. They have worked hard and are anxious to implement their projects, so your feedback will be very useful.

On a scale of 1-5 (1= Needs Work, 2= Not Bad, 3=Average, 4= Good, 5=Excellent) please rate the team's presentation on the following criteria:

Criteria	Notes	Score
Embodies the Paradigm Shift of Art & Creativity Being Essential to Business and Community		
Project Clarity and Goals		
Project Feasibility		
Creativity of the Project		
Diversity of collaboration partners		
Local Impact – addresses a problem		
Potential for replication		
Creativity of the Presentation		