

## 13. MAGIC WAND FILL-IN-THE-BLANKS w PROMPTS

ELEMENT	EXAMPLE	NOTES
<b>1. In ONE SENTENCE, summarize your project idea.</b>		
When? – Time frame (by, during, etc.)	<i>By March 20--</i>	
Who? - Organization name	<i>Literacy Volunteers of Our County (WA)</i>	
Will do what? Action verb	<i>will train 50 new reading tutors</i>	
Where?	<i>to serve the western communities to the west</i>	
With whom? – Partners, etc.	<i>working with volunteers recruited from local churches</i>	
With what resources? - Optional		
In order to what?	<i>in order to reduce the waiting list for literacy training in this underserved area.</i>	
<b>2. Who are you as an organization, and what are you all about? (What is your mission or purpose?)</b>		
Organization name:	<i>Literacy Volunteers of Our County</i>	
Location (if not clear in name):	<i>(WA)</i>	
Credibility:	<i>is a 35-year-old</i>	
Cultural or “values” ID:	<i>volunteer-based</i>	
Type of organization:	<i>501c3 nonprofit</i>	
Mission:	<i>whose mission is to empower adults with the ability to read and write, in order to achieve their full potential as individuals, as employees, as parents, and as members of the community at large.</i>	

<b>3. Describe the specific need or issue in your community that this proposed project will address.</b>		
Compelling statistic:	<i>According to a 2016 survey by Literacy Volunteers of America, one out of six adults ...</i>	
Use natural language instead of jargon:	<i>cannot read or write at the basic sixth grade level ...</i>	
Tell the story – what that statistic looks like in human terms:	<i>leaving them vulnerable to problems with parenting, employment, health, safety and self-esteem.</i>	
Describe the need or issue in the community you plan to serve:	<i>and in the rural western half of “Our County” alone, there is a waiting list of 200 adults who want to learn to read.</i>	
<b>4. What specific changes do you intend to achieve in your community as a direct result of your work? What will success “look like”? (Ideally find 3 to 5 “success indicators.”)</b>		
Use action verbs:	<i>Train ... Match ... Complete ... Improve ... Reduce ...</i>	
Use numbers to show clear “finish line”:	<i>50 new volunteers 75% of students/6 mo. tutoring 2 grade levels 3 significant partnerships at least 40 individuals</i>	
<b>5. What are the major steps you will need to take to make these changes happen?</b>		
Start with an action verb:	<i>Contract ... Market ... Conduct ... Match ...</i>	
Use the following categories:		
Staffing	<i>Contract with master trainer.</i>	
Logistics	<i>Training logistics: Materials, location, equipment</i>	
Marketing/outreach	<i>Marketing to recruit potential volunteer tutors</i>	
Implementation	<i>Conduct training.</i>	
Follow-through (what’s next?)	<i>Match and track tutor/learner pairs for 6 months.</i>	
Evaluation	<i>Evaluate learner progress and program success.</i>	

<b>6. Who else has a vested interest in working with you as partners on this problem or opportunity?</b>		
Natural or expected partners:	<i>Schools Libraries</i>	
Unexpected/unique partners:	<i>Local churches</i>	
<b>7. What information, tools, data, etc. will you use to decide how well you met your success goals?</b>		
Consider a pre/post measure:	<i>Pre- and post-training reading evaluations of learners</i>	
Keep it simple by “imbedding” evaluation into something you’re already doing:	<i>Training logs of volunteer tutors</i>	
<b>8. What resources do you need to do this work? (Skills, labor, equipment, training, supplies, services, etc.)</b>		
Mind-map high-level essentials:	<i>Master trainer Training materials Audiovisual equipment Training site (+ refreshments?) ... (others)</i>	
<b>9. Estimated total cost if you had to pay for everything: How does this break down?</b>		
Estimated total cost:	<i>\$25,000</i>	
Break-down (per person, site, week, quarter, hour, etc.):	<i>\$500 per volunteer trained, matched and tracked</i>	
<b>10. What broad categories of community needs or opportunities does your project address?</b>		
Specific issue area:	<i>Literacy</i>	
Alternate terms:	<i>Reading Adult education</i>	
Nature of service area:	<i>Rural</i>	
“Downstream” impact:	<i>Parenting Workplace skills</i>	
Target population:	<i>Minority issues</i>	
Partnerships:	<i>Churches</i>	