

# COMMUNITY COLLABORATION PROJECT CANVAS

**Goals:**

**Project Description:**

**Success Looks Like:**

**Audience:**

**Partners:**

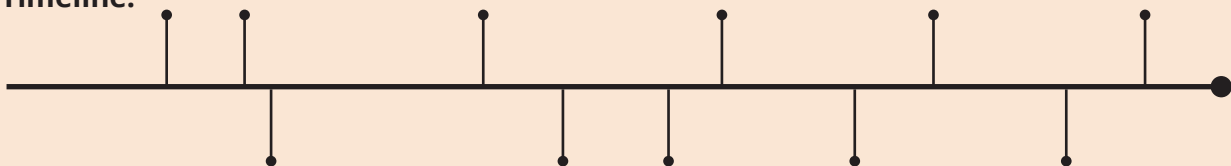
**Marketing Goal:**

**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		
<b>Total Cash Expenses</b>		
In-Kind Expenses		
Goods		
Services		
<b>Total In-Kind Expenses</b>		
<b>Total Expenses</b>		

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

# Staffing & 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

<b>Job title and brief description of work required.</b>	<b>Type of position: paid, volunteer, intern</b>	<b>Anticipated hours</b>