

Module 7: Managing and supporting NGO's

NGEurope Lesson Plan

Learning Outcomes: On completion of this module, the trainees will be able to:

- ❖ Understand the terms: vision, mission and strategic planning
- ❖ Write an entry level Vision & Mission Statement
- ❖ Use tools and techniques to put goals in place for their projects
- ❖ Get some tips on how to manage daily activities for an NGO

Contents	Instruction Method	Timing	Materials/ Equipment Required	Advice/Tips for the Trainer	Assessment/ Evaluation	Further Reading/ Link to Resources
<p><i>Setting the context of the importance of structure and planning together with enthusiasm and passion.</i></p> <p>This Module starts with a practical exercise that will allow the trainees to reflect on where to start if their want to set up an NGO. By making the trainees think first about this matter and explain the theory after will allow the trainer to understand the thought process of the participants and guide them in the right direction.</p> <p>Group activity:</p> <ul style="list-style-type: none"> • The trainer delivers the activity as described in Annex 7 • After the exercise, the trainer hosts a short reflection to sum up that proper planning is essential when starting an NGO 	Group activity	30 mins	<ul style="list-style-type: none"> • Projector and laptop • PPT slides • Paper and pen • Annex 7 	<ul style="list-style-type: none"> • Make sure to ask the trainees if they have any doubts about the exercise or the results • Comment on the groups' input and generate a debate about the issues raised during the exercise. 	With this exercise trainees will understand that while passion is crucial for success, it is essential to set up a structure for their NGO. Without a proper structure it is likely that the NGO will not live to its full potential.	

<p><i>Setting the context of the importance of structure and planning together with enthusiasm and passion</i></p> <p>Before starting:</p> <ul style="list-style-type: none"> It may be helpful to go around the class and ask the trainees what's their understanding of the terms: vision, mission, strategic plan, projects and goals. Looking at their answers it will be easier to after explain these terms depending on how accurate their answers are. <p>Formal lecture:</p> <ul style="list-style-type: none"> In this module it is important that the trainees understand the clear difference between all of the terms mentioned above. Working through the PPT presentation, show some examples of NGO's with clear, defined Vision and Mission Statements and discuss these with the trainees. Are they clear, concise, useful? Do they inform, focus and guide? Are they easy to understand? 	Formal Presentation	10 mins 20 mins	<ul style="list-style-type: none"> Projector and laptop PPT slides 	<ul style="list-style-type: none"> Comment on the groups' input and generate a debate about the issues raised during the initial discussion Encourage active participation and if NGO owners present use their examples as reference. Encourage trainees to come up with the answers and observations, encourage discussion. 	Trainees will understand the different terms (vision, mission statement, goals, etc) and how important it is to brainstorm in order to develop these statements.	
<p><i>The first steps were taken. What's next?</i></p> <p>Continuing with the example given in the beginning of this module, the goal here is to evaluate what trainees see as the next steps in creating an NGO and then managing it long term. Where do they get funding? How do they involve the community? How to deal with the bureaucracy? What resources do they need and how will they get them?</p>	Group activity	15 mins	<ul style="list-style-type: none"> Projector and laptop PPT slides Paper and pen Annex 8 	<ul style="list-style-type: none"> Observe trainees to ensure all are actively participating Comment on the groups' 	Trainees will understand that there are many questions to be considered when starting up an NGO and also along the	

<p>Group activity:</p> <ul style="list-style-type: none"> The trainer delivers the activity as described in Annex 8 After the exercise, the trainer hosts a short reflection to sum up all the topics discussed and reinforce the important of a well-structured plan for the success of any NGO. 				<p>input and generate a debate about the issues raised during the exercise.</p> <ul style="list-style-type: none"> Encourage active participation and if NGO owners present use their examples as reference. 	<p>process of managing that NGO.</p>	
<p><i>The first steps were taken. What's next? How to manage the NGO?</i></p> <p>Formal lecture:</p> <ul style="list-style-type: none"> In this module the trainer will outline the importance of proper planning, and how to design a simple strategic plan. The trainer will then discuss funding options, European Funding opportunities and the importance of valuing your work as an NGO. The Trainer will outline the financial fundamentals of running an NGO, work through examples of record keeping and working collaboratively with others. The trainer will lead a discussion in the role of social media and share some techniques for optimum engagement. 	<p>Formal Presentation and discussion.</p>	<p>45 mins</p>	<ul style="list-style-type: none"> Projector and laptop PPT slides 	<ul style="list-style-type: none"> Involve trainees by asking them to share their experiences in relation to funding, record keeping and social media. 	<p>Trainees will gain an understanding of financial planning for an NGO. Also, it will be an important opportunity to discuss and share experiences among the whole group since everyone has a different background and may be able to help each other with new ideas.</p>	<ul style="list-style-type: none"> Annex9 - Examples of records kept by NGO
<p>Total time:</p>		<p>2h</p>				

