

IMPACT
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The following statements represent the impact our members work to achieve through their projects:

1. Detroit Synergy will illuminate all the great things the city has to offer and break down negative perceptions of the city.
2. Detroit Synergy will mobilize people to be active and involved in their community.
3. Detroit Synergy will encourage people to live in, work in, or move to the city.
4. Detroit Synergy will be a voice for urban living.
5. Detroit Synergy will break down racial barriers and foster cross-cultural understanding and relationships.
6. Detroit Synergy will encourage all people to use and support the city, whether they live in the city, the region, or beyond.

PROJECT TIP
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Projects need not strive to achieve **ALL** of the Impact statements,

BUT

they should follow **ALL** of the Project Principles.

PRINCIPLES
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The following principles represent guidelines our members adhere to when running Detroit Synergy projects:

1. Projects should strive to **reinforce**, not replicate in-place efforts. Project teams should research and reach out to similar existing initiatives.
2. Projects should **partner** with community organizations or entities whose work relates to the project theme, audience, or location.
3. Projects should **support** local businesses, making every effort to engage Detroit vendors and venues.
4. Projects should be **open**, inclusive, and non-discriminatory. They should make every effort to engage a broad and **diverse** participation.
5. Projects should be **respectful** of Detroit residents and stakeholders. Projects should be open-minded, receptive to feedback, and flexible to change.
6. Projects should be **respectful** of Detroit Synergy and its members by representing the best interests of the entire organization and its partners.
7. Projects should be **self-sufficient**. Revenue must be generated to cover all expenses.
8. Projects should be **scalable** and **feasible** with a realistic timeline and budget. Project teams must share responsibility and accountability.
9. Projects must be **legally sound** and rigorous in their investigation of liability and implications.
10. Projects should be **non-partisan** and open to different views, opinions, and perspectives.
11. Projects should **not be motivated by** excessive personal or commercial **profit**.
12. Projects should be **inspirational!**

PROJECT GROUPS

Detroit Synergy projects are divided into three groups that reflect the organization's larger mission:

- 1. DISCOVERY**
 - 2. DIALOGUE**
 - 3. COMMUNITY DEVELOPMENT**
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DISCOVERY

Discovery projects showcase Detroit places and experiences, familiar and new. These projects illuminate the uniqueness of Detroit and increase awareness of all the city has to offer.

EXAMPLES: Arts in the City, Pub Crawl, Supper Club
CONTACT: discovery@detroitssynergy.org

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DIALOGUE

Dialogue projects foster the exchange of ideas. These projects bring Detroiters together to share ideas, information and experiences.

EXAMPLES: Discourse Detroit, Coffee Talks
CONTACT: dialogue@detroitssynergy.org

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COMMUNITY DEVELOPMENT

Development projects improve the city's physical, commercial and social environment. These projects strive to develop a stronger sense of community.

EXAMPLES: Project CLEAN, Pedestrian Connection
CONTACT: development@detroitssynergy.org

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These categories have been defined to help foster synergy and support among projects of similar genres and objectives. Each project category has a **Project Group Chair** who serves as a coach and liaison to the organization at large. This individual will be your key ally from conception to completion. He/She will help you craft and present your project proposal and connect you to internal and external resources as you plan and execute your idea.

PROJECT TIP

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Not sure if your idea is a Discovery, Dialogue, or Community Development project? Don't fret! Many projects can be classified in multiple ways. The designation is mostly to help us help you. So we'll help you find the right fit for maximum support, synergy, and impact. If you have any questions, ask a friendly Steering Team member at the next meeting!

THE PROJECT PROCESS
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- 1. GENERATION**
 - 2. DEVELOPMENT**
 - 3. PROPOSAL & PLANNING**
 - 4. EXECUTION**
 - 5. EVALUATION**
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1. PROJECT GENERATION

So you have an idea for something you'd like to see happen in Detroit. Detroit Synergy hosts periodic idea generation meetings where members are invited to share their ideas and think strategically about building on in-place efforts or partnering with community organizations. Project teams are formed around ideas that are consistent with the organization's mission and principles. A project leader is chosen and team members volunteer for specific responsibilities.

Projects might also be generated independently by a single Detroit Synergy member or a consortium of members and community partners. Detroit Synergy provides a forum for these people to pitch their ideas to a body of interested Detroiters. Usually, the idea generator becomes the project leader and mobilizes a team to execute it.

PROJECT TIP
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The three most important things to consider when planning your project:

1. Projects must benefit the City of Detroit.
2. Projects must be scalable.
3. Projects must be open and inclusive.

And most importantly, they should be **FUN!**

2. PROJECT DEVELOPMENT

Detroit Synergy provides time at every general meeting for project groups to meet and discuss their projects. Project leaders are also encouraged to schedule their own project meetings outside of the general meeting as time and need dictate. As the projects are honed through this process, project groups can interface with the Steering Team for guidance and planning as they develop a proposal. Once a full proposal has been drafted -- including objectives, timeline, budget, and plans for partnership and promotion -- the project team is invited to present their project to the organization.

.....**3. PROJECT PROPOSAL & PLANNING**

The Steering Team reviews the project proposal and offers input and ideas for the project team as it moves forward. If approved, the project team is off and running per the approved timeline and budget. Teams may then utilize Detroit Synergy resources, including website access, marketing tools, community connections, and fiduciary support. Project Group Chairs from the Steering Team (Dialogue, Discovery, and Community Development) maintain close communication with teams throughout implementation.

.....**4. PROJECT EXECUTION**

You're off and running! Projects are promoted through Detroit Synergy's website and local media, with assistance and support from the general membership.

.....**5. PROJECT EVALUATION**

After project completion, Project Leaders are invited to meet with the Steering Team to review the project's success and remit a financial statement. For recurring projects, teams are asked to submit a comprehensive information packet (including task list, contacts, and general information) to assist future leaders.

PROPOSAL PRESENTATION
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To the right are questions to guide members through the process of creating a Detroit Synergy project. If you have a project idea, please take the time to draw up a brief proposal worksheet and submit it for approval.

- Share your proposal information with the appropriate project chair via email.
- The project chair will present your proposal to the steering team at their monthly meeting for initial "greenlight".
- Create a detailed project proposal and submit to the project chair for input.
- Final approval by membership at a general meeting.

To ensure a smooth proposal process, make sure that you have a thorough understanding of your project. The steering team and membership may have a lot of questions and the more you know the easier the process. But if you don't have answers for every question, don't worry -- the Steering Team is there to help!

The initial proposal will help with:

1. A brief overview of your project
2. A brief description of your goals & expectations
3. A brief explanation of your expenses & revenue

And the project packet will assist in flushing out the details to ensure a successful project.

PROJECT TIP
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Think of your proposal presentation as an opportunity to "pitch" your project as if you were a screenwriter proposing your story to a producer -- without the pressure!

Keep it clear, concise, and compelling!

PROPOSAL INFORMATION
.....**PROJECT NAME**

Please provide a title for your project.

DESCRIPTION

Please provide a brief synopsis of your proposed project.

DATES

Please list any projected or confirmed dates.

LEADER

Please provide your name and contact info.

TEAM

Please list all the names and contact info of the people involved in producing the project.

PARTNERS

What organizations will this project synergize with?

GOALS

What do you hope to accomplish?

PRINCIPLES

How do you see this project positively impacting the city?
How is this project congruent with our principles?

BUDGET

What monetary resources will be needed?
How do you propose to meet these needs?

TIMELINE

Please map out a timeline for planning and execution.

COMMENTS

Is there anything else we should know?

NOTE: Your project proposal should address all of these questions in a format that can be shared electronically (eg, Microsoft Word, Excel). See the **PROJECT FORMS** section at the end of this packet for hard copies; a digital version can be obtained via the website or Steering Team.