

## CDI Template: Vision Doc

**Purpose:** Provide an outline for a project vision document

### What's a Vision Doc?

The vision doc provides your core project team as well as internal stakeholders with an important reference point for your project. The content and context you provide via the vision doc is informational and iterative; a good vision doc will adapt over time in response to the changing needs and demands of the project.

Develop a vision doc for every major project or initiative you lead or have an ownership role for.

### Key Audiences:

- **Core project team.** This is an anchoring document for the folks who are working day-to-day on the project. It provides context and clarity for them and allows them to refer back to a single place/vision when they're deep in-the-weeds.
- **Internal stakeholders.** Beyond the project team, TSG program leadership, senior leadership, and other key players will want understand the scope and impact of your project. Unlike the project team, this audience is not immersed in the work. The vision doc provides an quick-reference overview of the points-of-interest that help them to feel informed about the TSG project portfolio.

### How To Use The Template:

Make a copy of this gdoc and rename it with your project name first, e.g., *Mott Grant 2011: Vision Doc*. Fill-in the details below and you're good to go. Sharing and socializing your vision doc should be part of your project's communication plan, so refer back to that to share the final doc with your key stakeholders and ensure it's well-understood.

### Vision Doc Resources/Further Reading:

- [Wikipedia](#)
- [Scott Berkun](#)

### The Template:

#### 1. Project Statement: Desired State

The project statement paints a picture of paradise. Go through each of your principle audiences and consider: What will TSG and the overall landscape look like when your project is successful?

##### 1.1 Civil Society Organizations: Desired State

How will your project change or influence individual CSO organizations?

### *1.2 Individuals/Civil Society Actors: Desired State*

To the extent that your project impacts individual actors within or beyond a nonprofit-specific organization-level approach, how will their lives and work be different?

### *1.3 TSG: Desired State*

Consider the impact on and value for your internal stakeholders. How will your project shift perceptions both inside the organization, and externally *of* the organization?

### *1.4 TSGN Partners: Desired State*

If your project impacts partners in our global network (TSG product donation partners, Net2 Local organizers, GSI partners, etc.), outline the impact you expect to have on them and their communities.

### *1.5 Other: Desired State*

Organizer your audiences any way that makes sense in this context. If any key stakeholders, internal or external, are not included in this section, add them here.

## **Approach: How We'll Get There**

In describing your approach, consider how your key stakeholders, above, will fit into the design and development of your project. For each user-group, how will you be designing to (1) build-in their needs and expectations, and (2) create the desired state you described above?

## **References & Related Resources**

Finally, link to any relevant resources for your reader, such as wiki pages and other publications.