

THE DIFFERENCE BETWEEN A "PROJECT" AND A "CAMPAIGN"

PROJECT	CAMPAIGN
<ul style="list-style-type: none"> • Usually one organization develops, implements, and evaluates a project. • Usually a project is led by an established, 501(c) 3, grant-driven organization. • A project usually focuses on services and/or individual behavior change. • A project is usually non-controversial or only minimally controversial. • A small and finite group of people are involved in a project from start to finish (e.g. project director, coordinator, trainer, researcher, etc.) • A project contains pre-determined and specific goals, objectives, and results that must be produced during the term of the project. • A project must be accountable to its funder and the organization's board. • A project may encourage a "victim mentality" and dependence of people in the community on a service organization. 	<ul style="list-style-type: none"> • A campaign may be guided by staff, but members of the community are directly involved in developing and implementing it – and may evaluate it, too. • A campaign usually focuses on changes in policies, institutional practices, and/or social norms. • A campaign is likely to encounter opposition, and in a public way, when it challenges the status quo in the community or in institutions. • A campaign seeks to build an ever-expanding number of people who will participate in this and future campaigns for social justice. • A campaign has specific goals and a flexible strategy so it can respond to incidents as they occur in order to further the campaign's goal. • A campaign must be accountable to the community. • A campaign encourages the development of new leaders, skills, and the empowerment of members of the community.