**Sample Project Agreement**

*As you assemble your KM team, it is important to agree to roles and responsibilities to help set expectations from the outset and potentially avoid any conflict down the road. It may be helpful for the team to draft a simple project agreement that clearly articulates who the members are, what the goal of the project is, how you will define success, and how you will divide labor and make decisions. Below is a sample project agreement write-up from the FP Voices activity within the K4Health project.*

**Family Planning Voices Activity Agreement**

**January 12, 2017**

**Members: Who are we as individuals and as a collective?**

D.A., L.F., S.H., A.K., E.T. (initials used in this example to protect the privacy of the individuals)

K4Health FP Voices team

**Mission: What are we trying to accomplish?**

1. To frame the global family planning community’s work in human terms by telling the personal stories of family planning implementers, supporters, and clients around the globe
2. To strengthen the capacity of stakeholders to tell compelling stories of their work
3. To drive global momentum around the family planning movement and help build a stronger sense of community

**Definition of success: How will we gauge progress and goal achievement?**

* #’s of stories collected and published
* # social media engagement/readership of stories
* # people who’ve used either FP Voices content or workshop skills for their own storytelling means (e.g., Indonesia DWGs, MSCP, Women Deliver storytelling event, etc.)
* Being seen as a leader in the field by in-country and global partners, technical working groups (being approached for technical assistance)/# workshops given
* Requests to partner with other initiatives (120 Under 40, WCD Ambassadors, Women Deliver) that strive to elevate FP leaders
* Media mentions/press coverage of our stories or participants (e.g., Margeret Bolaji in Marie Clarie, Kinga W. in Teen Vogue)
* IR1 FP Voices evaluation results
* # presentations of evaluation results/impact of storytelling
* Partnerships: relationship with FP2020, Gates Institute, and other partners

**Division of labor: What will our various roles and responsibilities be?**

* L.T: managing the posting schedule; uploading content to the Tumblr site; scheduling social media posts; reviewing draft FP Voices stories; uploading mass email content to MailChimp; occasional interviews; handles story submissions that come through Tumblr; occasionally helps with transcriptions; lead experimentation with multimedia approaches
* S.H.: As IR3 lead, provides oversight on FP Voices in the context of partnerships; liaison between FP Voices team and USAID; leads reporting efforts; manage FP Voices budget; conducts interviews; processes stories; reviews all draft FP Voices stories; liaise with key partners; bridge between FP Voices and other K4Health storytelling efforts; strategic thinking; comms superstar for FP Voices at events; documentation of behind-the-scenes work
* D.A.: principal photographer; co-leads capacity strengthening workshops; occasional; interviews/processing of stories; strategic thinking; backstop for production of comms/media graphics and materials/liaison with Mark on design needs; manage equipment needs; liaising with participants and partners; principal of fun; captures behind-the-scenes content
* A.K.: media outreach/media strategy; content marketing strategy; sounding board for strategic positioning, political sensitivities; event planning (e.g., Wilson Center, other promotional events); help manage ad hoc design needs; award applications; strategic liaison with communications directors and teams
* L.F.: principal interviewer; co-leading capacity strengthening workshop; transcribing/processing stories; liaising with every participant in the initiative and partners/comms leads; project manager role for the initiative; strategic thinking - content strategy, timing of publication schedule; liaise with IR1 on the evaluation of FP Voices; main communicator with FP2020; reviews all draft FP Voices stories;
* C.M.: backup interviewer
* S.F.: Francophone stories/Ouagadougou Partnership stories
* R.L.: PI for FP Voices evaluations
* A.B.: FP Voices evaluation activities
* K4Health social media lead: FP Voices social media?

**Expectations: What do we expect of each other?**

* Fulfill our roles
* Be courteous, communicate deadlines or changes in timelines clearly
* Communicate about potential issues or concerns in a timely manner
* Flexibility

**Syndication: How will we ensure that we routinely communicate and coordinate?**

* Weekly internal check-ins
* Biweekly check-in with FP2020
* Google Drive and Basecamp
* Could increase internal communication about specific requests we get from FP2020 or other key partners (email internally before responding externally, etc.)

**Decision-making: What procedure will we use to make our decisions?**

Event invitations: wait to discuss internally at our weekly check-in before responding to partners

Strategic questions: same thing?

Weigh the benefits of taking on new activities vs. resources required:

* Does this fit within FP Voices’ mission and K4Health’s mandate?
* Does this opportunity help us build or deepen a relationship that is strategic to the project?
* Will the new activity fit with donor priorities?
* How much time will this require, and who will do it?

**Accountability: How will we hold each other accountable and deal with conflict or agreement violations?**

* Communicate concerns or conflicts respectfully, clearly, and quickly

**Contingencies: What might change? How will we adjust?**

* People’s LOE might shift; we can adjust by tapping into our “backup” team members—C.M., M., FP2020 team members, etc.
* FP Voices’ scope and activities could grow or shift; we’ll adjust by prioritizing
* FP Voices’ as a fixture of the Gates Institute and ICFP--need to figure out funding and timing, given our desire for FP Voices to make a splash at ICFP.

**Revision: Under what conditions will we revisit or revise the agreement?**

* Staffing changes
* Other major changes in FP Voices’ scope