

Project Plan for “*Espanola Valley Toy Run*”

	Objectives	Measures	Verification	Assumptions
↻	Goal			
↻	Purpose			
↻	Outcomes			
	Inputs			

Adapted from *Strategic Project Management Made Simple: Practical Tools for Leaders and Teams*

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The Logical Framework a strategic and project planning and action tool, helps leaders and teams design sound projects by systematically answering the *Four Critical Strategic Questions*:

- 1. What are we trying to accomplish and why?
- 2. How will we measure success?
- 3. What other conditions must exist?
- 4. How do we get there?

The answers to these questions are embedded in the “LogFrame” cells, and the cells interact with each other in a dynamic fashion.

The LogFrame offers a flexible planning and execution framework that links project deliverables with strategic intent.

To learn more, review our 4-page Special Report “*Turn Strategy Into Action*,” free on our website.

Espanola Valley Toy Run

Seeing the faces of joyous children is what motivates the Espanola Valley bikers to keep their motors running. Each year, some 300 riders gear up to distribute hundreds of toys to children in Northern New Mexico as well as have a gala parade and biker celebration dance.

The Espanola Valley Toy Run is a registered, non-profit (501C-3) organization dedicated to providing children in need with a new toy during the Christmas Holiday. Last year, they also provided 30 families in need with a food basket from revenues generated by door prizes, raffles and T-shirt sales.

Here's a rough scenario of the gala day that kicks-off the holiday season each November. This year, on Saturday, November 21st, bikers from the surrounding area will gather at 11:00 a.m. at the Veteran's Parkway in Espanola. At noon, city police motorcycles will head the parade of bikes that circles around town and back.

Participants include a diverse mixture of people from Northern New Mexico who rally around this cause on all types of motorcycles from custom Harleys to Honda tour bikes. Almost a third of the 300 riders are from the Los Alamos National Laboratory professionals. The rest are local government employees, electricians, doctors, lawyers and Native American tribes members, and others. In the past, the event was held at local casinos and included different Pueblos (such as the San Juan Pueblo and Santa Clara Pueblo) coming together to make a united Pueblo. Some of the toys end up going to Pueblo children; the rest to other children who might not otherwise receive a Christmas gift.

The parade is followed by a gratitude ceremony where The Mayor and Committee Chair thank everyone for their participation. Father Brennen blesses the Bikes—a strong cultural tradition in Northern New Mexico. Then, riders deposit their toys into a gayly decorated 2 ½ ton truck sponsored by the local National Guard. This bountiful collection of toys will be distributed to the children the week before Christmas through the area churches, charities and schools.





Then the doors open early (2:00 p.m.) for the dance celebration at The Big Rock Casino Events Center. This runs throughout the day, followed by an evening performance by “Final Verdict”, whose music everyone enjoys. Local businesses and artists donate the door prizes and raffles goodies.

The Espanola Valley Toy Run is one of many toy runs that spread joy in cities all across the country. Sandia National Lab supports the Albuquerque Toy Run, yet some of their participants also participate in the toy run in Espanola Valley. The motors are already revved to have another successful toy run this year!

To join the ride or donate a toy, contact

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Logical Framework Project Plan for *Espanola Valley Toy Run*

	Objectives <small>Logical hierarchy of If-Then Assumptions</small>	Success Measures <small>Conditions when Objectives are achieved</small>	How to Verify <small>Source of evidence to verify Measures</small>	Assumptions <small>Additional factors necessary for success</small>
Then 	Goal: Children and adults fully experience and appreciate joy of the holiday season.	1. Bikers see and feel the joy on children face when they receive a new toy during holiday season. 2. No kid in need goes without a great holiday gift.	1. Warm fuzzy feelings. 2. Kids have toys.	Assumptions to reach Goal: 1. Bikers and community are generous. 2. Children enjoy getting toys.
If 	Purpose: Successful Espanola Valley Toy Run.	Purpose Measures: 1. Distribute over 400 toys to kids. 2. Over 300 bikers participate in parade. 3. All participants have fun and feel good. 4. Provide 30 families with food basket and gifts.	1. Count toys received. 2. Count bikes at parade. 3. Positive feedback from participants.	Assumptions to achieve Purpose: 1. Good weather on day of event – no rain. 2. No major competing activities on chosen day. 3. County government agencies identify kids who need toys.
Then 	Outcomes: 1. Colorful parade planned and ready. 2. Toys gathered, wrapped, and ready to give away. 3. Celebrate dance __ planned	Outcome Measures: 1.1 Permit obtained for __ date. Veterans Parkway in Espanola, NM; starts at 12 pm. Parade route goes around town and back to park. 1.2 Colorful parade of motorcycle riders and floats invited 2.1 At least 400 new unwrapped toys collected from individuals and business; deposited into 2 ½ ton trucks sponsored by Local National Guard. 2.2 Toys wrapped, tagged, and matched to kids in need by age and gender. 3.1 Venue selected; contract in place. 3.2 Band selected and contract signed.	1.1 City permit issued. 1.2 RSVP to invitations. 2.1 Count toys. 2.2 Count toys for boys and toys for girls. 3.1 Contract signed. 3.2 Contract signed.	Assumptions to achieve Outcomes: 1. County approves permit. 2. Can get sufficient # of volunteers and contributed gifts. 3. Suitable venue and band can be found.
If 				

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<p>Outcomes: <i>Day of Event Outcomes</i></p> <p>4. Colorful parade of sights and sound smoothly conducted.</p> <p>5. Toys distributed.</p> <p>6. Great dance held.</p>	<p>Outcome Measures:</p> <p>4.1 Signs and barriers in place; riders and floats mastered up by 11.00 a.m.</p> <p>4.2 At park, mayor and committee chair speak; Father Brannon leads blessing for bikers; parade proceeds.</p> <p>5. Each biker distributes toys to one or two kids on the day of the event; or a or date closer to holiday.</p> <p>6. Spirited dance held until 2 am. Celebration includes door prizes, raffle, and great band for all to enjoy</p>	<p>4.1 Visual Inspection.</p> <p>4.2 Observation.</p> <p>5. Toy count.</p> <p>6. Interview participants</p>	<p>Assumptions to achieve Outcomes:</p> <p>4. Committee members all complete their aspect of the event.</p> <p>5. There are the right # off toys and types of toys that match the #, age abd gender of the children in need.</p> <p>6. No accidents or incidents occur.</p> <p>7. People will donate time and gifts.</p>

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Then



If

INPUTS: How team will produce Outcomes			Schedule										Assumptions for Activities
ACTIVITIES AND	WHO DOES?	RESOURCES	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN		
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