

## **2017-18 Community Involvement Projects on Maintenance**

### **A Note on Project Design**

Based on the experience of the organisations that have previously participated in the Community Involvement Projects on Maintenance (CIPM), this note aims to assist potential applicant organisations in designing their projects. This note is for reference only.

#### **Target Group**

2. An appropriate target group enhances the effectiveness of projects to convey the messages. Organisations may consider whether there is a need to have a focused target group such as new arrivals or minority groups. The location and venue of the projects may also affect participation (e.g. projects held in more densely-populated districts may be able to attract more participants). In order to reach a wider audience of the general public and for better use of public resources, organisations, in particular those which have obtained sponsorship from CIPM previously, should consider reaching various and / or new target groups.

#### **Format**

3. Format of successful projects varies widely. Experience from previous projects suggests that “one-on-one” or interactive activities (such as individual legal consultation) or seminars are generally effective in addressing the needs of the target groups. Street-side displays and information booths are also effective publicity means.

4. On the other hand, surveys solely for the purpose of collecting information and projects predominantly for entertainment or recreational purpose should be avoided as they may not be cost-effective to achieve the objectives of CIPM. Care should also be given to avoid adopting a format that inadvertently attracts only non-target participants.

**Home Affairs Bureau**  
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