

GLOBAL OPPORTUNITY  
YOUTH NETWORK  
*THE FUTURE IS YOUNG*  
aspen institute

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# GOYN TOOLKIT: DESIGN PHASE



## GOYN TOOLKIT OVERVIEW

# THE GOYN TOOLKIT

The GOYN Toolkit provides guidance for designing and implementing GOYN in a community. The Toolkit is a living repository of resources which will grow over time with the contributions of all communities across GOYN.



### SECTION 1: SELECTION PHASE

Guidance, tools & resources to select a new GOYN community and Anchor Partner.



### SECTION 2: DESIGN PHASE

Guidance, tools & resources to design a GOYN program in a new community.



### SECTION 3: IMPLEMENTATION PHASE

Guidance, tools & resources to implement the GOYN strategy and pathways in a community.

*Overview in this document*

## GOYN TOOLKIT: DESIGN PHASE

# IN THIS DOCUMENT

This document provides an overview to the **GOYN Design Phase**, which consists of the activities to be undertaken by the Anchor Partner to set up GOYN in a new community.

The GOYN Toolkit includes a detailed how to guide for each of the eight activities of the Design Phase. Please refer to these documents for more guidance on each step of the process.

All Toolkit materials for the Design Phase can be found in the [GOYN Learning Lab](#).

# OVERVIEW

## OVERALL OBJECTIVES

Through the contents of the GOYN Toolkit for the Design Phase, you will learn how to:

- ✓ **Set up a GOYN collaborative** in a new community
- ✓ **Conduct research & analysis** to support the design of a GOYN strategy for the community
- ✓ **Set up robust youth engagement structures & processes**
- ✓ **Identify pathways & design a strategy** for GOYN in the community
- ✓ **Set up processes & tools** for impact measurement and evaluation
- ✓ **Develop a suite of tools & processes** to support local partnership-building and fundraising
- ✓ **Prepare a launch event** for GOYN in the community

## DESIGN PHASE OVERVIEW

# STANDARD DESIGN PHASE PROCESS

The GOYN Design Phase is made up of **eight activity groups**. Each group includes a set of activities and expected outputs. While these activities are presented in a linear fashion in the GOYN Toolkit, in practice and as illustrated below, **Anchor Partners should undertake some of these activities concurrently**, as they will feed into one another.

The role of Anchor Partners in the Design Phase is to **organize and coordinate the community**, not carry out work in isolation. Local stakeholders and opportunity youth should be involved throughout this phase of work.



## DESIGN PHASE OVERVIEW

# OVERVIEW OF ACTIVITIES AND OUTPUTS (1/3)

	1. GOYN integration & network participation	2. Collaborative-building	3. Research & analysis
<b>Time</b>	<i>Throughout Design Phase</i>	<i>4-5 months</i>	<i>4-5 months</i>
<b>Activities</b>	<ul style="list-style-type: none"> <li>• GOYN onboarding</li> <li>• Access to GOYN tools &amp; resources</li> <li>• Participation in GOYN Global calls &amp; Learning communities</li> <li>• Connections with other GOYN communities</li> </ul>	<ul style="list-style-type: none"> <li>• Recruitment of GOYN core team</li> <li>• Collaborative Infrastructure setup</li> <li>• Identification &amp; engagement of local stakeholders in the Collaborative</li> <li>• Development of community engagement plan</li> </ul>	<ul style="list-style-type: none"> <li>• Primary &amp; secondary research on:               <ul style="list-style-type: none"> <li>• Ecosystem</li> <li>• Market</li> <li>• Youth</li> </ul> </li> <li>• Stakeholder engagement to collect &amp; validate research findings</li> </ul>
<b>Core outputs</b>	<ul style="list-style-type: none"> <li>• Introductory presentation to GOYN Global &amp; Anchor Partners</li> <li>• Signed GOYN / Anchor Partner MoU</li> </ul>	<ul style="list-style-type: none"> <li>• GOYN core team established</li> <li>• Collaborative organogram</li> <li>• ToR of Advisory groups</li> <li>• Community engagement plan</li> </ul>	<ul style="list-style-type: none"> <li>• Consolidated research findings for:               <ul style="list-style-type: none"> <li>• Ecosystem mapping</li> <li>• Market analysis</li> <li>• Youth segmentation &amp; profiles</li> </ul> </li> </ul>
<b>Engagement with GOYN Global Team</b>	<ul style="list-style-type: none"> <li>• Weekly meetings/calls</li> <li>• Connection with other GOYN communities</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly meetings/calls</li> <li>• Invitation to kick-off meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly meetings/calls</li> <li>• Sharing of research findings</li> </ul>

## DESIGN PHASE OVERVIEW

# OVERVIEW OF ACTIVITIES AND OUTPUTS (2/3)

	4. Youth partnership	5. Strategy & pathways	6. Measuring, Evaluation & Learning (MEL) framework
<b>Time</b>	4-6 months	2-3 months	1-2 months
<b>Activities</b>	<ul style="list-style-type: none"> <li>Review of Youth Voice agenda</li> <li>Development of youth engagement strategy</li> <li>Setup &amp; training of Youth Advisory Group (YAG)</li> </ul>	<ul style="list-style-type: none"> <li>Vision &amp; goal-setting with the community</li> <li>Pathway prioritization</li> <li>Development of community-level Theory of Change (ToC)</li> <li>In-depth exploration of 1-2 interventions (incl. work plans &amp; budgets)</li> </ul>	<ul style="list-style-type: none"> <li>Alignment with GOYN Global MEL framework</li> <li>Development of community-level MEL framework</li> <li>Development of pathway MEL plan</li> <li>Planning of MEL framework implementation</li> </ul>
<b>Core outputs</b>	<ul style="list-style-type: none"> <li>Youth engagement strategy</li> <li>Youth statement</li> <li>List of YAG members</li> <li>YAG training curriculum</li> </ul>	<ul style="list-style-type: none"> <li>GOYN vision &amp; impact goals</li> <li>Priority pathways</li> <li>Community-level ToC</li> <li>Pathway working groups</li> <li>Work plans &amp; budgets for 1-2 interventions</li> </ul>	<ul style="list-style-type: none"> <li>Community-level MEL framework</li> <li>MEL plan for 1-2 pathways</li> <li>MEL budget &amp; work plan</li> </ul>
<b>Engagement with GOYN Global Team</b>	<ul style="list-style-type: none"> <li>Biweekly meetings/calls</li> </ul>	<ul style="list-style-type: none"> <li>Weekly meetings/calls</li> <li>Invitation to co-design workshops and working groups kick-off</li> </ul>	<ul style="list-style-type: none"> <li>Weekly meetings/calls</li> </ul>

## DESIGN PHASE OVERVIEW

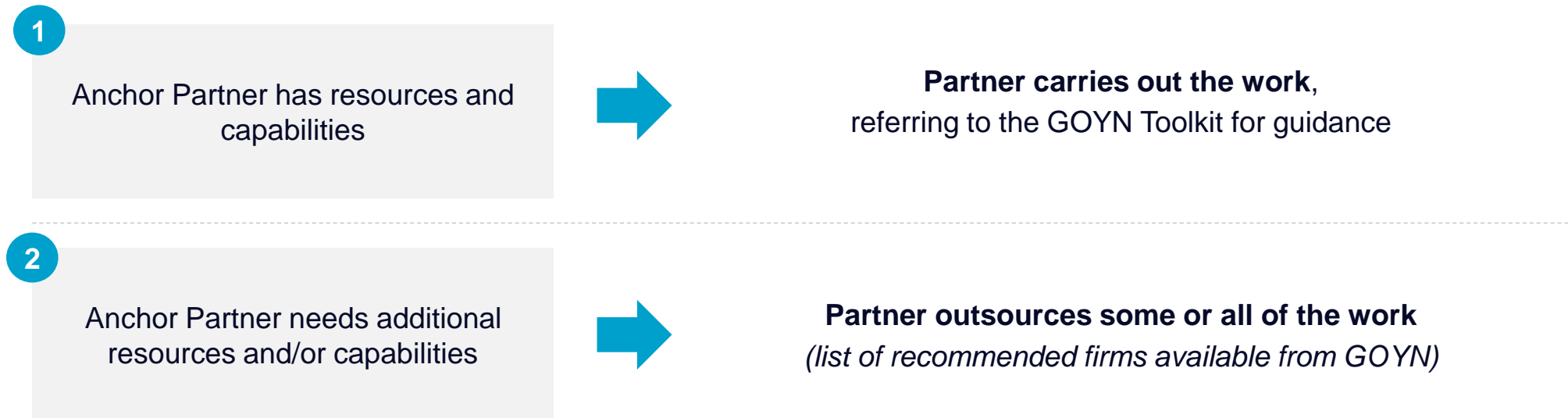
# OVERVIEW OF ACTIVITIES AND OUTPUTS (3/3)

	7. Partnerships & fundraising	8. GOYN Launch
<b>Time</b>	<i>1-2 months</i>	<i>1 month</i>
<b>Activities</b>	<ul style="list-style-type: none"><li>• Mapping &amp; prioritization of potential funders</li><li>• Development of standard outreach materials</li><li>• Preparation for fundraising process</li><li>• Cultivation of funder relationships</li></ul>	<ul style="list-style-type: none"><li>• Formal launch of GOYN in the community at one or more stakeholder engagement events</li></ul>
<b>Core outputs</b>	<ul style="list-style-type: none"><li>• Funders' map &amp; priority list</li><li>• Standard GOYN presentation materials</li><li>• Proposal process materials</li></ul>	<ul style="list-style-type: none"><li>• GOYN launch event(s)</li></ul>
<b>Engagement with GOYN Global Team</b>	<ul style="list-style-type: none"><li>• Weekly calls/meetings</li><li>• Advice on individual proposals</li></ul>	<ul style="list-style-type: none"><li>• Invitation to GOYN Launch</li></ul>

## DESIGN PHASE OVERVIEW

# RESOURCING FOR THE DESIGN PHASE

There are **two main resourcing models** to carry out the work required in the GOYN Design Phase:



Anchor Partners working with external service providers should be mindful of (1) **preserving ownership and accountability** over the work produced and (2) **ensuring the integrity of the co-design process** through regular community and youth engagement.

# DESIGN PHASE OVERVIEW

## PREPARING THE WORK

Before getting started, we recommend developing a detailed work plan including all activities and milestones for the Design Phase. The work plan should assign clear team roles and responsibilities.

A detailed work plan will allow you to accurately forecast your project timeline and to identify dependencies (i.e., activities that need to be completed before other activities can start).

Build your work plan before starting and refer to it throughout the Design Phase to make sure you are on track.

You can start from the [GOYN work plan template](#), but feel free to customize your plan to best fit your needs.

Make sure to share your work plan with the GOYN Global Team.

[Work plan template](#)