

PROGRAM PLANNING TEMPLATE

PREPARE

Program Title:

Program Objective:

Target Audience:

Space Needed:

Staff Needed:

Materials Needed:

Funds Needed/Budget:

DESCRIPTION OF PROGRAM

Describe what will happen from the minute the first participant arrives until the departure of the last participant.



IDENTIFY

Desired Outcomes:

Stakeholders (who would want to know about this program; might be interested in helping; might also benefit; etc.):

EVALUATION

Identify methods for evaluating whether desired outcomes were achieved:

Identify who will want to know about the outcomes:

Identify how you will let them know:

MARKETING

We will promote the program by:

The marketing materials will be created by (flyers, social media posts, press releases):

The marketing plan will be implemented by:

SCHEDULE

Date:

Time:

Space:

Staff:

Marketing Implementation:

Debrief session/celebration:

OTHER NOTES

GREAT JOB! GO FORTH & EXECUTE