



Appendix Nine

Sample Work Plan for a Community Program

Program Title:		
Contact People: List the program coordinator(s) separately, then others on the planning committee. The coordinators don't need to do all these tasks, but they need to make sure that someone is responsible for getting them done.		
Date, Time, and Location of Program:		
Goal: Do you want to educate the community about Islam or Judaism? Create opportunities for dialogue about discrimination? Your goal will set your course of action, so make sure to have clarity and consensus about your goal before you proceed.		
SAMPLE WORK PLAN		
Objective #1: Develop your program.		
Tasks	Person(s) Responsible	Deadline
Brainstorm different program ideas that will help you reach your goal. What do you want people to learn? What will they know at the end of the program that they didn't know before?	Committee	
Talk to people in the affected communities. What do they want the community to know? What type of program would help them address their concerns?	1-2 people	
Decide upon your target audience. Do you want to reach teens? Community leaders?	Committee	
Decide who is the best person to get your message across. What format is most conducive to your message, e.g. group discussion, panel of experts, listening to stories of affected communities? If you want participants to share with each other, will you need facilitators at the tables? Who will train them?	Committee	
Based upon your goals, decide if it makes sense to collaborate with a community partner. For example, if you want to run a program in the library, set up a time to meet with the program planner at your local library. Or set up a meeting with the school principal. Let them know what you want to do, see if they have any questions, then get their commitment to work with you to host the event.	Committee	

Objective #2: Organize program logistics.		
Task	Person Responsible	Deadline
Set your date. Check with a community calendar and set your date mindful of religious holidays, school vacation weeks, and other major community events that might conflict with your program.		
Find a venue that meets your criteria. Will it fit the maximum number of people you expect, without feeling too large? Is it accessible? Is there parking? Do you need security or custodial assistance? If so, what will it cost?		
Identify the supplies you'll need. Tablecloths? Pens? Name tags? Will you offer food or snacks?		
Develop a budget. Will you have any expenses, and if so, how will you pay for them? Will you charge a fee for participation? Ask for donations?		
Identify different point people, e.g. greeters to welcome guests; emcee; speakers; table facilitators; person to troubleshoot any issues with the venue.		
Objective #3: Develop a plan to reach your target audience.		
Task	Person Responsible	Deadline
Make sure you are clear about your target audience.		
Develop your message.		
Create a list of the best ways to reach your audience, e.g. is your audience on Facebook? Do they use email? Instagram? Watch local cable TV? Read local newspapers? Attend local houses of worship?		
Decide which medium are most effective in reaching your target audience. Remember that a personal ask from someone they trust is likely the most effective way to encourage busy people to attend.		
Craft your visual, e.g. flyer, posts, etc.		
Disseminate your message.		
Make follow-up with phone calls and put out additional messages.		
Objective #4: Run the Program		
Task	Person Responsible	Deadline
Arrange for a group to arrive early to set-up the room (and another to stay after to take down). Make sure all audio visual equipment is working.	Committee	
Gather your program leaders (i.e. speakers, table facilitators) to review the program and answer any last minute questions. Greet program participants. Run the program.	Committee	

Objective #5: Reflect upon program impact.

Task	Person Responsible	Deadline
After your program, reflect upon your efforts. You've planned and worked hard. Now it's time for your planning group to step back and appreciate what went well. If appropriate, include members of the targeted community in your reflection. Did you achieve your goal? What was successful? Be as specific as possible. Then, take a moment to see if you learned any lessons that might help things go more smoothly the next time.	Committee	
Celebrate. Thank the planning team, your partners in the community, and the participants. Together you are creating an atmosphere of understanding and acceptance.	Committee	