



The purpose of this form is to aid in program planning. It serves as a guide to help develop solutions, strategy and finalize the details for your program or event.

PROGRAM NAME:
PROGRAMMATIC THRUST:

Does this program require liability insurance? Yes No

PROGRAM PURPOSE

Write a clear, concise reason as to why this program is happening. Why are you planning this program? Where did the idea originate? Was it a request? Was it a response to a need in the community?

EXPECTED OUTCOMES & GOALS

What would you like the participants to leave the program thinking/feeling/acting/knowing? How will you make that happen?

LOGISTICS

When determining a date for your program, think about your intended program participants. What dates, times and locations work best for them? Is ample parking available at the venue you want to use? Is parking free? Can you have food and/or snacks? Is it a safe location? Is it handicap accessible? Can you use the venue name or logo when publicizing the event?

Proposed date, option 1: Proposed time, option 1: *(list start and finish time):*

Proposed date, option 2: Proposed time, option 2: *(list start and finish time):*

Proposed Location, option 1:

Proposed Location, option 2:

Is the proposed location available on your proposed date(s) at your proposed time(s)?

PROGRAM PARTICIPANTS/RECIPIENTS

Who is the program geared towards? Are they tech-savvy? Do they need visual aids? Should there be special considerations made due to physical limitations, handicaps, vision or hearing difficulties, or language barriers?

Male Female

- Greatest Generation (1901-1924) Silent Generation (1925-1945)
- Baby Boomers (1946-1964) Generation X (1965-1979)
- Generation Y/ Millennials (1980-1997) Last Generation (1998 and later)

MARKETING AND PUBLICITY

Next to the program idea itself, this is the second most important aspect of your planning process!! It is important that you start publicizing your event weeks in advance. Do not wait until the last minute.

Think about the age groups you are attempting to reach out to. Would it be best to mail flyers? Post information on Facebook and our chapter website? Get others to post on their websites? Do you need to post flyers in public places (the library, UNM/CNM campuses, churches, community centers, etc)? Some ideas for how to publicize your event are below. You are NOT limited to these ideas.

- ✓ Post flyers in public places
- ✓ Hand out flyers
- ✓ Send an email via public email groups
- ✓ Get announced on radio stations (Train to Glory, KUNM, etc)
- ✓ Post on Facebook
- ✓ Send an email to your contacts
- ✓ Place announcement on chapter website

BUDGET

Does this program require funds? For what? Is there a location rental fee? Do you need copies? Supplies? Snacks? An honorarium for a speaker? Donation for use of the location? Raffle prizes? Please itemize and tally ALL expenses.

This information should be itemized on the *Budget Template* and submitted to the Treasurer.