

New Event Proposal

Plan Component	Questions to Consider
Goals and Objectives	<ul style="list-style-type: none"> • Who is your target audience for the program? • What would you like target audience members to <i>learn</i> or <i>do</i> as a result of participating in the program? • How will this program increase family engagement? Support student success? • How will this program link to your member recruitment and advocacy goals?
Program Design	<ul style="list-style-type: none"> • Does an existing National PTA program best address your goals and objectives? • Does one of PTA’s partners have an effective program to address your goals and objectives? • Where and when should the program be implemented to reach the most families and achieve the greatest impact?
Needed Resources	<ul style="list-style-type: none"> • What resources exist within the school or PTA to support this program? • What additional resources will be needed to make the program a success (consider facility use fees, program materials, refreshments, incentives/prizes, audio-visual equipment, volunteer recognition, translation/interpretation services)? • What partners could help make your program more successful? • Are there National, State or community grant funds available to support the program? • What items might be donated (in-kind) by community partners or local businesses? • What funds will the PTA need to provide, and are these funds provided for in the annual budget? • How will you thank those who provide support (e.g., volunteer recognition, a letter to acknowledge gifts from local businesses, for tax purposes)?
Promotion Strategies	<ul style="list-style-type: none"> • Who are the most important audiences for program information? • In what ways does your PTA currently communicate with these groups (e.g., newsletters, announcements, school marquees, electronic mailings, phone calls, fliers, advertising, website, social media)? • How might current communication channels need to be expanded or adapted to reach the target audience (e.g., translation into additional languages, new venues, more personal communication)? • How can students help with program promotion (e.g., morning announcements, student ambassadors, school newspaper)? • How will you inform the community about your program (e.g., community bulletin boards, press releases, local radio station)?
Evaluation Plan	<ul style="list-style-type: none"> • What specific results does your program aim to achieve, and how might those results be measured? • How will your PTA measure program <i>participation</i> (i.e., children and family members served, volunteer hours contributed)? • How will your PTA measure <i>satisfaction</i> with the program (e.g., parent surveys)? • How will your PTA measure program <i>outcomes</i> (e.g., pre- and post-surveys of parent attitudes or behaviors, number of new PTA members recruited, teacher feedback and morale)?
Timeline	<ul style="list-style-type: none"> • What are the key items on the “To Do” list that will make the program a success? • Who will be responsible for the completion of each task?

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Chairperson					
Proposed Date					
Target Audience					
Proposed Budget					
Projected Revenue Gain/Loss					
Meeting Date:		Approved/Declined:		Reason:	