

DEVELOPING A PROGRAM

Our guide and recommendations to developing your own programs

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1 DETERMINE COMMUNITY NEEDS

- Consider the aspirations and strengths of the community that the program can shed light on
- Investigate community assets
- The program should reflect the values of the community

2 DEVELOP A TIMELINE

- A schedule or timeline for the design and execution process aids in organization and can help the program run smoothly
- Estimate how long each step of the operation may take so you can plan accordingly
- Timelines should include (but are not limited to)
 - Research
 - Preparation
 - Execution
 - Post production

3 STUDY SIMILAR EVENTS

- Look into how similar events have been run and what successes and challenges they faced
- Structure programs to avoid these challenges and build on their successes
- Determine what to acquire or develop before launch
 - Budgets/Fundraisers
 - Permits
 - Partnerships
 - Key stakeholders
 - Supplies

4 DESIGN A PROPOSAL

- A detailed walkthrough of the program may reveal unforeseen problems and ensure clarity of program details and expectations
- The walkthrough should cover all program aspects such as:
 - Its main goal
 - Who it is targeted for
 - How to reach your audience
 - Deadlines and days of importance: sign up, submissions, questions, payment, etc.
 - Description and guidelines for participants
 - Rules for safety or a competition
 - Eligibility if targeted at a specific group
 - If follow up is needed or it is linked to other events, make this known
 - Advertisement plan
 - Funding
 - Personnel required and their jobs

5 PREPARE FOR PROGRAM

- Promote the program to the target audience either individually, through conversation, or through social media platforms
- It is crucial that the audience is aware of, and understands, the program and goal
- Gather necessary supplies and prepare the location/platform for the event as outlined in the proposal and research

6 EXECUTE PROGRAM

- Be prepared for small hiccups by having an open mind, rather than something rigid
- Observe how the program progresses and note challenges and successes

7 POST-PROGRAM REFLECTION

- Gather feedback and make note of what happened during the events
 - What unforeseen occurrences happened? Could you have been better prepared?
 - Was it well received?
 - What could be improved upon from the administrative side? From the participants?
- Use this information to better prepare future programs

CHALLENGES

Challenges may include

- Timeline constraints
- Lack of community trust
- Lack of program clarity
- Difficulties in promotion and outreach
- Host organization isn't fully established or identified
- Language gap
- Community interest levels may not translate into participation
- Pandemic
- Competition with other organizations' programs

RECOMMENDATIONS

General recommendations and to address challenges:

- Devote extra time to the process
- Make the organization's goal for the program clear
- Promote more than you think is necessary
- Utilize social media to advertise your program to a broader audience
- Develop a welcoming relationship with the community to enhance your public image
- Recruit others to help you design and carry out the program
- Start small; a simple, easy-to-run initial program is the optimal choice