

# Working Together

## **Appendix M**

### ***A Standard Program Plan Framework***

If your community needs assessment indicates that your Big Brothers Big Sisters program and/or Boys and Girls Club is “doable”, then the next step is to outline how to effectively “do it”. This can be done in a program plan. The background research you did as part of the community needs assessment forms the basis of your program plan. Think of the program plan as a business plan. It analyzes and describes how your program or club’s “business” is conducted. It causes you to think through the practical side of your program or club, and becomes your guidebook as you implement the program or club.

Your program plan should present information on all major aspects of your program or club’s functioning. Following are some important elements to include in your program plan:

#### ***1. The Organization***

- *Describe the organization that will oversee your Big Brothers Big Sisters program and/or Boys and Girls Club, its mission, and the governance, management and staff structures.*

#### ***2. The Program or Club***

- *Describe the children and youth that your program or club will serve*
- *State what the expected outcomes of the program or club will be, and outline how those outcomes will be evaluated.*
- *Describe the key elements of your specific Big Brothers Big Sisters and /or Boys and Girls Club program(s)*
- *Describe the need for the service and how your program or club meets that need.*
- *State how your program or club is unique in the community. If it overlaps with other programs, state why your program or club is needed.*

- *State how your program or club will work with similar services and other organizations in the community.*

### **3. Marketing**

- *Describe the client group(s) that your program or club targets, in terms of its features, needs, assets, size, growth rate, location and so on.*
- *Outline the plans for engaging clients, recruiting volunteers, and promoting the program or club in the community.*

### **4. Human Resources And Facilities**

- *Describe the staff resources that are required. Outline how they will be recruited, screened, trained and supervised.*
- *Describe the volunteer resources that are required. Outline how they will be recruited, screened, trained and supervised.*
- *Describe the facilities, equipment, etc. that the program or club will need*

### **5. Sustainability**

- *Outline how your program or club will be funded initially, and the specific plans for securing funding in the longer term.*
- *Describe potential risks to the program or club's sustainability, and how you will address those risks.*
- *Describe the relationships and partnerships the program or club has developed with other community groups that will strengthen its sustainability.*

### **6. Finances**

- *Provide budget and cash flow projections for at least two years. Include current balance sheets and statements of income if any exist yet.*

### **7. Operations**

- *Present a schedule of operational events and responsibilities, detailing actions to be taken, goals and results to be achieved, and timelines.*

## **8. Risks**

- *Outline the potential risks, and how they will be managed.*