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| --- | --- |
| PROJECT NAME: |  |
| PROJECT LEAD: |  | Ambassador Name |  |
| NATIONAL COMMUNICATIONS OFFICER: | Phia Wilson |  |  |
| ESTIMATED START DATE: |  | ESTIMATED END DATE: |  |
| BUDGET: |  | STATUS MEETINGS: |  |

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| **OVERVIEW:**What is your engagement idea? | A-OK Family Day |
| **AIM:** why do you want to run this project | Because I want our community to know what A-OK is about and what A-OK stands for and also make them aware about our available resource and how they can be educated in our workshops that we run in the community. |
| **OUTCOMES:**What outcomes do you want to achieve | 1. Promote our offerings to the community and our resources
2. Have the community jump on board and attend our workshops or even to get us to do in house training.
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|  | **RESPONSIBLE** | **Due Date** | **Done** |
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| ***TASK 1: Engagement / Project plan**** Who,when , what, how,

Who – With everyone in the community -target familiesWhen – March 31st on Friday from 9am to 1pmWhat – A-OK family dayPurpose – AOK brand awareness / enrolling them into life-supporting convo’s /  promote AOK workshops How – Public invitation to attend a free AOK family day event. Need sponsors, need partners, work with existing organsiatona, need media promotions,  |  | [Date] | ☐ |
| ***Task 2: Marketing plan*** How- I am going to promote via posters, radio, word of mouth and social media |  | [Date] | ☐ |
| ***OBJECTIVE 3: Resources plan**** How much it will cost
* Cost breakdown : venue, refreshments, transportation, resources
* How will this be funded
* Sponsorship required

 |  | [Date] | ☐ |
| ***OBJECTIVE 4: Measured Outcomes and Insights of your engagement / project / event**** Approximate Reach
* Collect organizational leads
* Collect community / individual leads
	+ Workshop sign up sheets filled up
	+ Invite to info sessions registration sheet
	+ Expression list
	+ Recruit suppprters
* VIP invitations from their community
* What branded resources were offered…
* Promotion of you as the regional ambassador
* Attract future sponsors for future events
* Attract future sponsors for AOK hubs and satellites
* Increase social media posts
	+ Photos
* Evaluation forms to measure the effectiveness of your event
 |  | [Date] | ☐ |

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| Project approved by: |  | Budget approved by: |  |
| Signature: |  | Signature: |  |
| Date: |  | Date: |  |