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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. |

|  | **RESPONSIBLE** | **Due Date** | **Done** |
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| ***TASK 1: Engagement / Project plan***   * Who,when , what, how,   Who – With everyone in the community -target families  When – March 31st on Friday from 9am to 1pm  What – A-OK family day  Purpose – 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: |  |