



## New Event Proposal

Plan Component	Questions to Consider
<b>Goals and Objectives</b>	<ul style="list-style-type: none"> <li>• Who is your target audience for the program?</li> <li>• What would you like target audience members to <i>learn</i> or <i>do</i> as a result of participating in the program?</li> <li>• How will this program increase family engagement? Support student success?</li> <li>• How will this program link to your member recruitment and advocacy goals?</li> </ul>
<b>Program Design</b>	<ul style="list-style-type: none"> <li>• Does an existing National PTA program best address your goals and objectives?</li> <li>• Does one of PTA’s partners have an effective program to address your goals and objectives?</li> <li>• Where and when should the program be implemented to reach the most families and achieve the greatest impact?</li> </ul>
<b>Needed Resources</b>	<ul style="list-style-type: none"> <li>• What resources exist within the school or PTA to support this program?</li> <li>• 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)?</li> <li>• What partners could help make your program more successful?</li> <li>• Are there National, State or community grant funds available to support the program?</li> <li>• What items might be donated (in-kind) by community partners or local businesses?</li> <li>• What funds will the PTA need to provide, and are these funds provided for in the annual budget?</li> <li>• How will you thank those who provide support (e.g., volunteer recognition, a letter to acknowledge gifts from local businesses, for tax purposes)?</li> </ul>
<b>Promotion Strategies</b>	<ul style="list-style-type: none"> <li>• Who are the most important audiences for program information?</li> <li>• 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)?</li> <li>• 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)?</li> <li>• How can students help with program promotion (e.g., morning announcements, student ambassadors, school newspaper)?</li> <li>• How will you inform the community about your program (e.g., community bulletin boards, press releases, local radio station)?</li> </ul>
<b>Evaluation Plan</b>	<ul style="list-style-type: none"> <li>• What specific results does your program aim to achieve, and how might those results be measured?</li> <li>• How will your PTA measure program <i>participation</i> (i.e., children and family members served, volunteer hours contributed)?</li> <li>• How will your PTA measure <i>satisfaction</i> with the program (e.g., parent surveys)?</li> <li>• 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)?</li> </ul>
<b>Timeline</b>	<ul style="list-style-type: none"> <li>• What are the key items on the “To Do” list that will make the program a success?</li> <li>• Who will be responsible for the completion of each task?</li> </ul>

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Plan Component	
Goals and Objectives	
Program Design	
Needed Resources	
Promotion Strategies	
Evaluation Plan	
Timeline	



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