

PROGRAM PLANNING TIPS

WHO? Divide up the work.

1. The membership chair may plan the Open House, the EF chair the fundraiser, the president the annual meeting, etc.
2. Some branches have co-vice presidents for program. They split the work.
3. Larger branches often have area of interest chairs (international, cultural, education, community, women, public policy, etc.). Each chair is responsible for planning and running a program each year.
4. Plan a program with a coalition. It shares the work and attracts more attendees.
5. Appoint a hospitality chair to take charge of coffee, etc.

WHAT? Establish a pattern for the year.

1. Usually there are recurring annual events, such as Open House, annual meeting.
2. You might touch each of several areas of interest, as mentioned above.
3. Pick a theme for the year and tie your programs into it.

WHY? Know your purpose for each program.

(Note: the best programs meet several goals.)

1. raising awareness of an issue
2. fundraising
3. community visibility
4. attract new members
5. branch cohesion

WHEN? Try to meet the needs of different members.

1. day vs. evening
2. weekday vs. weekend

WHERE? This can be a way to attract new people – especially if done in collaboration.

1. churches, temples, mosques
2. libraries, community centers
3. schools, colleges

REMEMBER: Program is more than monthly meetings.

Interest Groups and ongoing **Branch Projects** are part of program!