

RESOURCES NEEDED	
People	Materials
Facilities	

If your project requires a floor plan, sketch or describe your tentative plan below or submit it on a separate piece of paper.

POTENTIAL BARRIERS

Project Name: _____

Project Date: _____

Project Chairperson: _____

Barrier #1 Description: _____

How will you remove this barrier? _____

Barrier #2 Description: _____

How will you remove this barrier? _____

Barrier #3 Description: _____

How will you remove this barrier? _____

Barrier #4 Description: _____

How will you remove this barrier? _____

YAC PROJECT PLANNING PACKET

Project Name: _____

Project Date: _____

Project Chairperson: _____

PROJECT PLANNING – STEP 2: The Plan

1. Brainstorm all of the tasks that must be completed for your project to be successful. Be specific! Remember details, details, details! Anticipate what could go wrong and plan for it.
2. Sort tasks into chronological order (tip: use sticky notes!). If the project involves numerous steps, you may wish to break the tasks into categories first and then sort them into chronological order within each category.
3. Use a calendar to assign due dates to each task. It usually works best to work due dates backwards from the date of the actual event.
4. Assign each task or category to a member(s) of your committee and record who is doing what task.
5. Based on the information above, complete a Project Planning Tree, Project Planning Schedule, or Project Planning Guide. The method you'd like to use depends on your own preferences and the type of project you are working on.
6. These forms will provide you with a project summary that includes the What, Who, and When for each task.

YAC PROJECT PLANNING PACKET

Project Name: _____

Project Date: _____

Project Chairperson: _____

PROJECT PLANNING – STEP 3: The Budget

Using catalogs and/or visiting local stores, submit a list of items you will need to purchase or order and their approximated cost. List all of these items on the Projected Budget Form and submit to it to the Finance Committee for approval. Fill out any of the appropriate forms listed below in a timely manner. Your proposed budget MUST be received and approved by the Treasurer & Chairperson before any purchases can be made.

PROJECTED EXPENSE REPORT

Project Name: _____

Chairperson: _____

Budgeted Amount: \$ _____

Quantity	Item Description	Name of Catalog or Store	Catalog Page #	Catalog Item Number	Cost Per Item	Total Cost
TOTAL PROJECTED EXPENSES						

YAC PROJECT PLANNING PACKET

Project Name: _____

Project Date: _____

Project Chairperson: _____

PROJECT PLANNING – STEP 4: Publicity

1. Keep in mind your target audience, and develop a publicity campaign that includes a minimum of three different techniques for getting key information to your intended audience. Posters and announcements may only account for ONE of the three strategies you use! (Think about TWO-WAY communication.)
2. If you did not already do so in Step 2, assign committee members to carry out your publicity plan and assign due dates for each phase of the plan.
3. All final drafts of publicity materials must be reviewed and approved by the chairperson before copying or distribution.
4. Complete the Publicity Request Form and submit to the council publicist in a timely manner.

Method #1

Description _____

Dates it will begin and end _____

Person(s) responsible _____

Method #2

Description _____

Dates it will begin and end _____

Person(s) responsible _____

Method #3

Description _____

Dates it will begin and end _____

Person(s) responsible _____

A FEW PUBLICITY IDEAS

- White Board/Chalkboard messages in school classrooms
- Chalk on sidewalks & Driveways
- Window painting
- Toilet Times - includes events for the week, a comic, horoscope, humorous story, etc.
- Footprints or arrows leading to a special display
- Fliers on windshields of car; wash windows while your at it (be sure to check the weather first)
- Students wear sandwich boards, carry an odd item, or dress unusual
- Build your dates into your school's Academic Planners
- If you must use signs place them in places people always look, place signs in odd locations like the floor or ceiling
- Draw attention to signs with flashing lights, special effects, etc.
- Utilize building and district newsletters

- Mailing labels on suckers, candy bars, etc.
- Advertisement cards with discounts for local stores
- Grapevine Signature Sheet; Get free admission to event if you complete the sheet

- Lunch tray liners
- Lunch table sandwich boards and/or fliers
- Labels on pop bottles/cans/milk cartons in cafeteria

- PA or TV announcement raffles, draw student name at random if they can answer question based on announcements they win
- Use a teaser campaign with signs, PA announcements, and/or TV announcements, peak interest by revealing information a little at a time
- Use local cable TV or in school TV

- Use of mannequins or unusual displays in a public areas to draw attention to your event

- Place your event on the YAC web page
- Build an e-mail database, and send e-mails to remind students of events
- YAC activities' telephone hotline
- Electronic bulletin board in high traffic location
- Photo display from previous years of the event and/or of previous events for that year