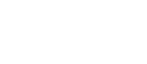
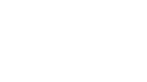
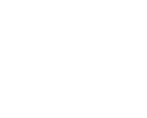
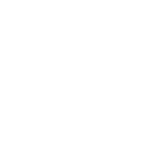
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**Plan Component**

**Questions to Consider**

**Goals and Objectives**

ooxWord://word/media/image26.png•  Who is your target audience for the program?

•  What would you like target audience members to *learn* or *do*as a result of participating in the program?    
•  How will this program increase family engagement? Support student success?

•  How will this program link to your member recruitment and advocacy goals?

**Program Design**

•  Does an existing National PTA program best address your goals and objectives?

•  Does one of PTA’s partners have an effective program to address your goals and objectives?

•  Where and when should the program be implemented to reach the most families and achieve the greatest impact?

**Needed Resources**

•  What resources exist within the school or PTA to support this program?

•  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)?

•  What partners could help make your program more successful?

•  Are there National, State or community grant funds available to support the program?   
•  What items might be donated (in-kind) by community partners or local businesses?

•  What funds will the PTA need to provide, and are these funds provided for in the annual budget?

•  How will you thank those who provide support (e.g., volunteer recognition, a letter to acknowledge gifts from local businesses

for tax purposes)?

**Promotion Strategies**

•  Who are the most important audiences for program information?

•  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)?

•  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)?

•  How can students help with program promotion (e.g., morning announcements, student ambassadors, school newspaper)?

•  How will you inform the community about your program (e.g., community bulletin boards, press releases, local radio station)?

**Evaluation Plan**

•  What specific results does your program aim to achieve, and how might those results be measured?

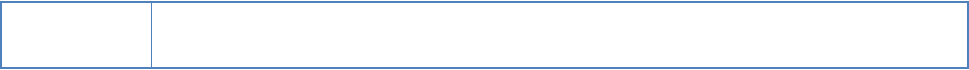
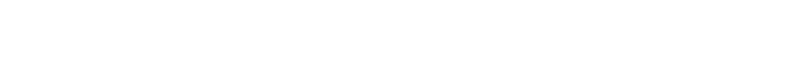
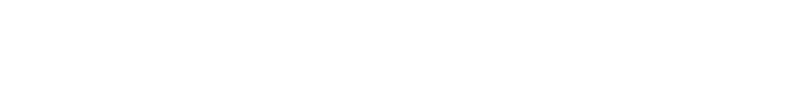
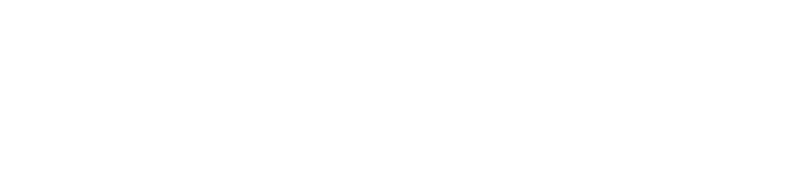
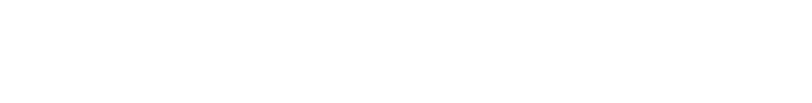
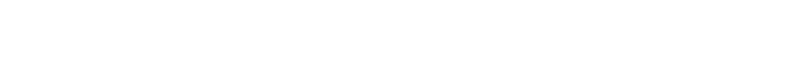
•  How will your PTA measure program *participation* (i.e., children and family members served, volunteer hours contributed)?   
•  How will your PTA measure *satisfaction* with the program (e.g., parent surveys)?

•  How will your PTA measure program *outcomes* (e.g., pre- and post-surveys of parent attitudes or behaviors, number of new

PTA members recruited, teacher feedback and morale)?

**Timeline**

•  What are the key items on the “To Do” list that will make the program a success?   
•  Who will be responsible for the completion of each task?

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**Plan Component**

**Goals and Objectives**

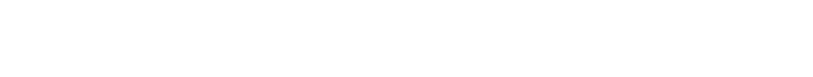
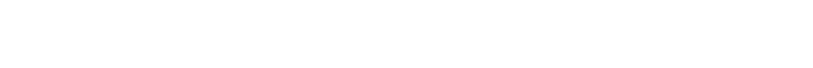
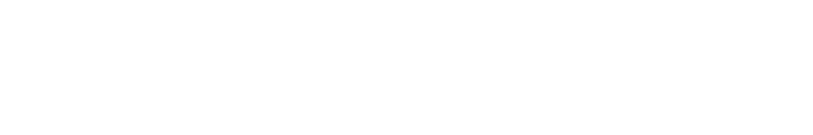
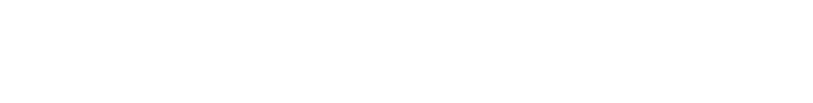
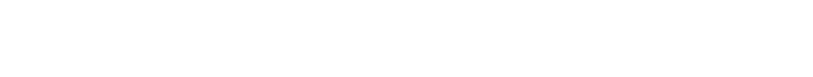
**Program Design**

**Needed Resources**

**Promotion Strategies**

**Evaluation Plan**

**Timeline**

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**Chairperson**

**Proposed Date**

**Target Audience**

**Proposed Budget**

**Projected**  
**Revenue**

**Gain/Loss**

**Meeting Date:**

**Approved/Declined:**

**Reason:**