**Annual Planning Guide**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Area:** Community Service | | | | | |
| **2012 / 2013 Goal Statement:** Re-establish a sustainable ‘Books for Kinder’ program in the Launceston Area and a signature event for our club. | | | | | |
| **Milestones / Steps** | **Actions / Tasks** | **Responsibility** | **Desired Result / Outcomes** | **Timeframe** | **Completed** |
| Set up working group | Seek volunteers from club to join working group.  Consider inviting external community members / partners | Director – community | 3 – 4 club members + 1 – 2 community expert to assist in program development | First meeting by end of Easter |  |
| Assess demands and community need | Research existing programs locally and nationally – what works well / sustainability / funding?  Speak with child health clinics to establish community areas of need in Launceston Community  What other support programs? | Committee | Develop local program based on best practice nationally and internationally | 30 May |  |
| Budgets / Financials | Talk to potential local book suppliers  Identify annual costs  Present plan for funding to Club Board  Seek approval for funds | Community Director | Develop a partnership with a local supplier | 1 July |  |
| Distribution | Identify and confirm distribution channels | Committee | Develop a partnership with a community based organisation to distribute books | 30 July |  |
| Secure Funding | Investigate potential grants  Develop sponsorship package  Set up donation program on Support Page  Recommend funding opportunities | Community Director / PR Officer | Developed a program that is eventually self-funded with a mix of funds including annual contributors | 30 July |  |
| Launch and presentations of books | Design launch event concept  Develop invite list  Develop media alert / release | PR Officers | Good attendance by club members. Launched by high profile person / politician? | September |  |
| Communication / PR | Regular updates in Club Newsletter  Setup Page on Club Website  Design book sticker recognising contributor / donation | PR Officer | Media Coverage | On-going |  |