

# How to Plan a Great Program in Ten Easy Steps

By Daniel Ensign, 54th KIO Regional Aleph S'gan

1. **Create a committee to plan the program.** Committees should be at least two people and should be larger for larger programs, such as city wide recruitment events. This committee should have people responsible for publicity, program planning, logistical stuff (location, staff, supplies) and any other aspects you deem important for the program.
2. **Pick a date.** Programs should be put on the calendar no less than a month in advance. The farther away the program is when you schedule it, the more potential it has to be awesome!
3. **Evaluate your chapter to see what areas your programming needs to be improved in.** Does your chapter hold too many social events and not enough Judaic activities? Is there an upcoming community event or Jewish holiday that you can incorporate into the program? These are just a few questions to ask yourself when thinking of a program idea.
4. **Figure out your resources to use for the program.** How much money do you have? Are there funds to use? Do chapter members have supplies so that you don't have to buy them? Is there a facility you can use for free?
5. **After you decide what to do for your program, spend 10 extra minutes brainstorming on how you can make it better.** What other folds can you incorporate? How can you take what you have and make it something that members can't experience outside of BBYO?
6. **Create a timeline for the program.** This timeline should have blocks of time set aside for specific activities. See the example pre-planning form for a good idea of how this works.
7. **Fill out the preplanning form and put it in the Dashboard.** This needs to be done at least two weeks before the event occurs. Don't forget to send your preplanning form to the Regional S'gan!
8. **Promote, promote, promote.** Make calls, send flyers out, and send emails. At least two sets of phone calls should be made for an event. One should be two weeks before and another the week of. Flyers should be sent out as soon as possible, but no less than two weeks before the program.
9. **Talk to everyone who is helping to execute this program and make sure they are ready.** Everyone should have a copy of the write-up and needs to know what is happening in their aspect of the program along with what comes before and after it.
10. **Evaluate the program afterwards.** Use the Program Evaluation form and submit it to the Regional S'gan so that the program can be improved upon in the future.

