



Programming Form

Lead Staff Name:

Date Submitted:

Assisting Staff Name(s):

Program Name:

Basic Information:

Program Start Date:

Program End Date:

Schedule (If this is an on going program)

When do you need registration open by:

Reg Close:

Traget Audience:

Program Fee: J-Elite:

J-Plus:

J-Classic:

Community:

Other Fees:

Planning Information:

Budget: *(For larger programs please attach full budget)*

Marketing: \$

Budget line code:

GL Line:

Supplies: \$

Revenue Producing Program?

Contract/Commissioned workers:

Explain:

Estimated # of participants:

Min # of participants:

Max # of participants:

Website Check in:

What website pages/information needs to be changes for this program?

Why are you doing this program:

Please explain why you are doing this program, and its goals? How will it benefit the LJCC?

Communication/Promotion Plan

List what you plan to do to market your program/event to the members and community. We will discuss cost and benefits of each as well as other possibilities. We will also go over who is responsible for completing wick items.

Communication Plan:

Shabbat Shalom	Targeted Email	Facebook Event
Social Posts	Press Release	Facebook Boost \$
Promotional Items	Website	Local Event calendars
Flyer: Print/Digital		Banner
Other Print (Trifold, brochure, Booklet,)	Paid Advertisement (<i>Digital ad, FB Ad, radio promotion, Local magazine or paper coverage</i>)	Other?

Other:

Which items above do you need help with?

Logistics Plan *You do not have to have these all written down on this paper, however when we meet you should have a plan for the following items.*

- ~ How will registration work? (Daxko, MindBody, something else?)
- ~ If the program is free is there a chance for members to make a donation?
- ~ What questions need to be asked during the registration process, What info needs to be gathered?
- ~ Are there any forms or waivers participants will need to fill out?
How will those be done?
- ~ What other staff, departments, or contract employees will this affect?
- ~ Upon arrival what will be the plan for parking, check in, and entering the J.
- ~ When the program is over how will participants leave, how will they know?
- ~ What other logistics do we need to work through? (Drive through pick ups, long lines, flow of events, communication during event, set up...)
- ~ What will your follow up and evaluation process be. Both internal and external evaluation)
- ~ What guidelines need to be considered? (DHR< Licensing, COVID, Fire code?)
- ~ Do you need volunteers or back up staff?
- ~ Have a full timeline for planning and promo/communications.

Signature of ED:

Signature of Finance Director:

Use this space to answer the Logistic Questions from above, or write yourself any notes you may need to have a program planning meeting.

- Complete form and place in Administrative Director's box.
- Once complete, the Administrative Director will contact you to set up a program planning meeting.
- If the program is an existing LJCC program, meaning it's been done before, this form must be turned in two weeks prior to when registration needs to be open. If this is a new program that may need more planning time/meeting, this form must be turned in four weeks prior to when registration needs to open.
- If your program is a work in progress you may be asked to complete additional versions of this form until it's ready to move forward.

Be sure you have added your program to the LJCC Google Calendar!