**PROJECT PLAN - needs to be developed by local group using checklist at the end of the Start-Up Guide**

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| **Activities** (may not happen in this order) | **Actions e.g.** | **By when** | **By who** |
| **ESTABLISH STEERING GROUP** | Recruit volunteers; promote opportunities in:  education sector etc |  | Main local partner/Project Co-ordinator if in place/JtoJ |
| **SECURE SUITABLE VENUE& DATE** | Arrange visits to local community spaces; arts centres, libraries, universities, museums, galleries.  Double check measurements/dimensions of space. |  | Main local partner/steering group/Project Co-ordinator if in place/JtoJ |
| **SET BUDGET** | Look at examples from other JtoJ places. |  | Main local partners/steering group |
| **FUNDRAISING** | Research potential sources.  Take advice from previous JtoJ groups.  Plan strategy including events.  Set up local Just Giving campaign. |  | Fundraising sub-group.  Fundraising volunteers |
| **RECRUIT VOLUNTEERS**   * *What are the immediate key roles required?* * *Areas of expertise?* | Draft volunteer role descriptions and advert.  Prepare application forms and volunteer agreements. |  | Project Co-ordinator/Volunteer co-ordinator |
| **COMMUNICATIONS STRATEGY**   * *What is the ‘offer’ (may overlap with outputs/activities).* * *What key messages do we need to reinforce – if any?* * *How will we reach x/deepen their engagement - what is the engagement strategy? Email, social media, web, direct mail etc.* | Agree the narrative/key messages.  PR strategy.  Identify local storytellers.  Media contacts. |  | Volunteers/PR working group |
| **LOCAL HISTORY SECTION OF EXHIBITION** | Pool knowledge at taster session and agree themes/stories.  Meet local historians.  Research plan and agree roles and timetable. |  | Steering group/partners |
|  |  |  |  |
| **EDUCATION AND ARTS PROGRAMME** | Ensure you cover JtoJ framework ie history, arts and social change. |  | Steering group/Project co-ordinator/Volunteers |
| **MONITORING & EVALUATION** | Agree/set outcomes.  Identify who the beneficiaries are e.g.  Visitors/schools/training participants/volunteers  Can you pay for an independent evaluator?  Baseline measures/methods |  | Project co-ordinator/Volunteers |
| **LAUNCH EVENT** | Venue, date, budget, varied programme/PR |  |  |