# Coordinator’s Work Plan Template

**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Your State or Organization Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Your Program Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Goal:** Identify what you are trying to accomplish with your Ambassador Outreach Strategy.

**Objectives**: List your specific, immediate goals (e.g., increase enrollment of a particular class by 20%).

**Locations:** Where in the community will you focus your Ambassador Outreach efforts? Explain the rationale and criteria used to select locations (e.g., class availability, staffing, resources, geography).

**Audiences:** List the types of audiences you want to reach and add names of individuals and groups when they are identified. Explain the rationale and criteria used to select audiences (e.g., influential community leaders, social club seniors). Identify specific audiences you want each Ambassador to reach.

**Person-to-Person Ambassadors**

**Spokesperson Ambassadors**

**Partners:** List potential partner organizations and think about how their work can help your Ambassador Outreach Strategy.

**Staff and Roles:** Identify the number of staff members needed. List job titles and identify the role of each person in the outreach strategy. Identify the number of Ambassadors needed. Use the Ambassador Outreach Plan and Activity Report forms.

**Tasks and Timeline**

List the objectives from your work plan and the activities needed to achieve them. Who will be responsible for each activity and when will it be completed? Specify whether the outreach activities

are for Person-to-Person (P) or Spokesperson (S) Ambassadors.

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| **Objective** | **Task/Activity** | **Person Responsible** | **Completion Date** |
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**Ambassador Outreach Budget (Use your own format for detailed budgeting.)**

**Projected Budget: $**

**Estimated major expenses:**

**Staffing: $**

**Printing: $**

**Travel: $**

**Partner Incentives: $**

**Ambassador Incentives: $**

**Total: $**