

SAMPLE WORKPLAN

Project: 5K Get Movin' Fun Run/Walk

Goal 1: Host a 5K run/walk					
Objective	Activities	Anticipated Outcome	Measures	Timeline	Person(s) Responsible
Plan a 5K benefit event	Hold planning meetings with partners	-decide on structure of run -set registration fee -establish rules - establish route - website dedicated to the 5K created	-number of people participating in the planning meetings	January 1 – April 15, 2017	Jane Smith, Planning committee members
	Advertise the 5K	- ads placed in local and surrounding newspapers - flyers posted around town and surrounding towns -ad place on public TV station - local news stations report on the upcoming event and attend the event	-number of times the ads were run in the newspaper, radio, and on television -event covered on the news -number of people that register for the event	April 15 – July 3, 2017	Eric Thompson, Communications committee
	Process Registration	- registration forms collected - payments deposited	-number of registrations processed per day - time from payment received until deposited	April 15 – July 3, 2017	Good Care Health System
	Determine the course	-map out the course -contact law enforcement and get course approval and security volunteers	-law enforcement approval of established course - reported satisfaction with course -number of law enforcement volunteers	May 2017	Jane Smith, Lacey Peterson, Matthew Omdahl
Host the 5K	Conduct the required tasks to host the 5K	-mark off the route -set-up water stations -conduct check-in/registration -handout shirts, numbers, and course maps	-number of people that registered for the 5K -age and gender of participants	July 5-6, 2017	Jane Smith, Planning Committee, volunteers
Recognize all participants, volunteers, and sponsors	-send thank you letters to the sponsors and volunteers -at the event thank the runners	The sponsors, volunteers, and participants will feel valued for their time and contributions to the event.	-number of people who return for the second annual 5K	July 6-15, 2017	Jane Smith, Don Goodstein

	-put a thank you in the local newspapers				
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Goal 2: Raise \$8000 for local high school to resurface their track

Objective	Activities	Anticipated Outcome	Measures	Timeline	Person(s) Responsible
Solicit sponsors	-mail letters and send emails -contact businesses in person	-assist with financing the event and publicizing it	-number of sponsors -amount of sponsorship donations	February – May 2017	Erin Thompson, Community Boosters
Solicit volunteers	- send emails -contact people in person -put an ad in the local paper -run a radio ad	-by using volunteers we won't need to pay staff and will hold a successful event	-number of volunteers -amount saved by not having paid staff	January – May 2017	Jane Smith, Kris Johnson
Host training sessions	-host weekly training sessions for those interested in participating in the 5K -charge a small fee	-Increase number of participants -Raise additional funds	-number of people who attend -amount raised	May-July 2017	Lacey Peterson, Matthew Omdahl
Provide funds for the track resurfacing from the	-process all the income and expenses -present funds at the homecoming football game	-raised money for the track resurfacing	-raised at least \$8000	September 13, 2017	Jane Smith, Principal John Steiger