

Community **PROGRAMMING** Toolkit



HOW TO CREATE A NEW PROGRAM

Pre Plan

The pre-plan is by far the most important step. This is where you'll determine if people in your community would want and participate in the new program you're proposing. Start by speaking with community members such as parents, coaches, youth, etc. for their input on your community program. You'll be able to identify a target audience, if you have adequate facilities and equipment for the program, any barriers to participating, brainstorm ideas, and prioritize what programs will go over well in your community.

Piece Together Your Program

This is where you'll use our planning template and create an outline on what is needed to offer a successful program. This will help you stay organized, look for funding to cover items like equipment, create your budget, find volunteers and coaches if needed and get your facilitator in place.

Delivery of the Program

This is when the program gets rolled out. Keep in mind you'll want to stay organized, ensure you have a plan in place to advertise the program, and a way to maintain records of participants. Consistency is key!

Evaluation

Evaluate your program! While this might seem like an unnecessary step, it's actually the opposite. How will you know if participants liked the program? This allows participants to share how the program could be better and run to the best of its ability.



PRE-PLANNING CHECKLIST

Take time to think about what you have readily available in your community. This checklist will help you determine and understand needs and priorities in your community for programs.

What programs are currently available in your community and what target audience are they reaching? (Essentially, what is available in your community? Talk to seniors groups, schools, community programs).

What programs do people want to see in your community?

What support is available to run or assist this program? (Coaches, facilitators, volunteers, referees and facilities). How are you going to recruit them?

What target group is missing programming or would benefit the most? (Essentially find the gap(s) in sport, recreation or culture programming in your community).

DESIGN THAT PROGRAM

The next couple of templates will help you plan your sport, culture or recreation program. Remember, proper planning and research will help determine if your program is a success or not!

Program Plan Template - Why This Program

Name of Program: _____

Target Group/Age: _____

Need for Program: _____

Program Details - (Remember Who, What, Where, When, Why and How)

Program Timeline (Length, days & time): _____

Program Location (Where): _____

Program Description (How): _____

Responsible (Who): _____

Partnerships Involved: _____

Equipment/Items Needed: _____

Cost: _____

TIP! - Look at missing programming and target groups in your community and select a program based off that need and gap.



Budget Template

Budget Sample

Remember to identify all possible costs for your program. If you receive in-kind donations, be sure to put them in the revenue and the expenses.

Income

Budget

Participant Fees	
Donations	
Fundraising	
Grants	
Other	
Total Income	

Expenses

Budget

Facility Rental	
Supplies/Equipment	
Instructor Costs	
Advertising	
Total Expenses	

PROGRAM EVALUATION

Sample evaluation to share with participants.

Thank you for participating in this program/event. Please answer a few questions and provide any feedback you might have.

Program Title: _____

Program Date/Time Frame: _____

What are some of the highlights:

What changes do you think would enhance the program?

Any other comments?

How did you hear about the program? _____

Would you like to be contacted for future programs? _____

If yes, please provide your email address: _____



ADDITIONAL NOTES

Keep in mind that this Community Programming Toolkit is meant to help guide you in your efforts of creating or enhancing a program in your community.

The templates created in this document might need to be tweaked to work for your program, example being the budget.

THINGS TO THINK ABOUT

1. Promotion - how are you going to spread the word about your program. (social media ads, town office, flyers, etc.) Use the method(s) that work best in your community but also target audience. Think multiple platforms!
2. Look for partnerships! Might be able to secure volunteers, funding or sponsorships this way.
3. Research similar programs in other communities and borrow their ideas or ask for their thoughts/assistance.
4. Training - do you coaches/leaders need training? Speak with your local sport, culture and recreation district as funding might be available.
5. Focus on your “why”!
6. Stick to your budget. If you do go over your budget, how are you going to cover any overages?
7. Grant Funding - If you receive grant funding, read the guidelines thoroughly and follow them.
8. Try-It Nights are a great way to gauge interest and determine if your program will have enough participants. Talk to residents or try a community survey.
9. Thank your volunteers! Don't forget volunteers are donating their time and knowledge to help make your program a success! Let them know they've made a difference.
10. Work with what is within your community. Not all communities can have everything. Get creative!

AND MOST IMPORTANTLY REMEMBER....

It's okay if a new program doesn't go over as planned. Learn from your mistakes and try again! After all, you won't know if a new program will take off if you don't try.

PROGRAM IDEAS

Looking to start a program in your community but need help with ideas?

Check out our Program Ideas **[list on our website here](#)**. With different sport, culture and recreation programs, ideas and events that could potentially take place in your community.

QUESTIONS?

Do you need help planning your program? Reach out to us! We're always available to offer guidance, funding ideas, support or point you in the right direction.

Chelsey Exner
Executive Director
cexner@parklandvalley.ca

Wendy McLeod
Community Consultant
wmcleod@parklandvalley.ca

Darla Batke
Community Consultant
dbatke@parklandvalley.ca

Phone: (306) 786-6585

Website: www.parklandvalley.ca

Facebook: Parkland Valley Sport, Culture & Recreation District

Instagram: parklandvalley

