PROGRAM NAME

Give your program a name that accurately reflects its type and purpose

PROGRAM SUMMARY

What type of program will it be?
What is the primary goal that you are hoping to achieve?

GOALS AND METRICS

PROGRAM GOAL(S) List by priority	MEASUREMENT List how you will measure goals
1	1
2	2
3	3

OBJECTIVES, TASKS & SKILLS

Make a list of the key objectives that the group will achieve.

List the primary tasks that will be required to achieve the objectives above.

What skills, character traits or qualifications will be required to perform these tasks?

IDENTIFYING MEMBERS

Is the required behaviour currently being demonstrated within your community?
If yes, note down how you can identify potential members using existing data.
If no, note down the criteria you are looking for in nominees.

IDENTIFYING MOTIVATION

Are your members more likely to be motivated intrinsically or extrinsically?

Here are some questions that you can ask to try and establish what motivates them:

- How did you hear about the program?
- Why are you interested in the program?
- How would you like to get involved?
- What would you change about the program?
- Why do you believe you would be a great fit for the program?
- Tell us about how you describe [brand] to your colleagues/community

Make note of the questions you ask and any observations that you collect from the responses:

INCENTIVES

Now that you have an understanding of what motivates your members, note down some potential incentives that will keep them engaged with the program. Try and focus primarily on intrinsic rewards.

At what point in the program will incentives be awarded?
Are there specific behaviours or activies that have to be completed first?

RESOURCES

Given the size of your program – what resources are you going to need?
Consider things like community management, design, technical, reporting & legal.

Which do you already have (either in your own department or borrowed from others)?

What resources do you still need to find?