Speakers Bureau

Getting Started Planning Guide

# Step 1: Assemble your team.

1. Identify who will lead the program.

Name:

Name:

Name:

1. Identify the key staff to develop, support, engage and sustain the program.

Name and role:

Name and role:

Name and role:

Name and role:

Name and role:

1. Identify other areas within your organization that should be involved or informed (e.g., permanency/recruitment/retention, youth advocacy, public affairs).

Program name:

Program name:

Program name:

Program name:

1. Identify stakeholders from outside your organization who should be included (e.g., foster parent associations, partner agencies).

Stakeholders:

Stakeholders:

Stakeholders:

Stakeholders:

# Step 2: Identify program parameters.

1. Determine a timeline: What is the timeline to establish your program and how much time will be required to effectively manage and sustain the program?

Examples include:

|  |  |  |
| --- | --- | --- |
| **Activity** | **Start date** | **Completion date** |
| Complete planning guide |  |  |
| Develop speaker bureau goals, objectives, and tactics |  |  |
| Build database |  |  |
| Gather all necessary forms, certificates, and releases of information |  |  |
| Create correspondence templates/guides |  |  |
| Establish plan for media training |  |  |
| Create timeline protocol (when will you recruit, vet, and train spokespeople) |  |  |

1. Determine a budget.

Examples include:

|  |  |
| --- | --- |
| **Annual expenses** | **Cost** |
| Spokespeople stipends (gift cards) |  |
| Training cost(s) |  |
| Travel expenses |  |
|  |  |
|  |  |
|  |  |
| **Total annual cost(s)** |  |

# Step 3: Establish your goals, objectives, and tactics.

A separate planning template is provided for establishing goals, objectives, and tactics (please refer to “Planning Template: Develop Speaker Bureau Goals, Objectives, and Tactics”).

# Step 4: Determine elements to evaluate and assess your speakers bureau program

Success will be defined and measured by:

1. Type here
2. Type here
3. Type here
4. Type here
5. Type here