Use this document as your working plan – it’s something to refer to throughout the year to measure your progress. It can be quite organic; circumstances change which may lead to a change in your plan.

Use the first table as a calendar of events – the titles may change if you add more or fewer activities. Use the following tables to go into detail about your activities, who’s responsible and what support you need.

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| Branch/Group Name: Worcester Branch |
| Timing | Social Media | Trusts | Eventse.g. Dry January, Walk to d’feet, Mission 5000, Carol Concert | Appealse.g. Summer Appeal |
| January | Branch members helping to support Facebook campaigns.Recruitment of Social Media Champion.Ongoing promotion of years events and operational feedback. | Identify potential Trust and apply. Ongoing according to submission dates.Freemason applications.Local Councillors Divisional Funds.Worcs City Council Lottery (Unity) |  |  |
| February |  |  |
| March | Spring Virtual (MNDA product) |  |
| April |  |  |
| May |  |  |
| June |  |  |
| July |  | Summer Appeal (dependent on previous engagement & fundraising) |
| August |  |  |
| September | WTDF (Covid blended product) |  |
| October |  |  |
| November |  |  |
| December |  |  |

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| Activity | Actions | Who’s responsible | Additional support needed? |
| Social Media | Need to drive traffic to group to increase visibility on members feeds. Prompt reactions via diverse engaging posts (fundraising, support, care, feedback and news), polls, questions, FB live.Promote each event in a timely way -links to sign up/JustGivingTrain branch members in basic FB actions – reacting to posts, commenting, posting.Recruit Social Media Champion | Branch members, SMC, AKAKAK/BW |  |
| Trust Fundraising | Ongoing applications throughout the year.Deliver TF training to branch when ready (possibly National Webinar). Support with application process.Look into recruitment of TF | Branch & AKAKAKAK/BW |  |
| Spring Virtual Event | MNDA product promote on Facebook throughout month | SMC |  |
| Summer Appeal | Run on social media depending on YTD income and engagement of other activities | AK, SMC |  |
| WTDF (Covid blended product) | Run virtually. Set date. Promote event 6 weeks in advance. Research walking routes in and around Birmingham that people could do and share on FB. Share JG page. Registration for people to get t-shirts (RF to help eg Eventbrite). Encourage photos on day. | Branch, AK, SMC |  |
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