



Planning for Developing Program Champions

Part 1: Brainstorming

Work with your program planning team or program leaders to begin planning for developing champions. Review potential champions, how they might be connected, who would be the best person to reach out and recruit the champion, and what you will specifically ask them to do.

Potential Champion	Potential Connection	Responsible for Recruiting	Potential "Ask"
<i>Alyssa's grandmother, Ms. Alda</i>	<i>Ms. Alda is very active in the community's churches</i>	<i>Cherise, at the front desk always has great interactions with Ms. Alda.</i>	<i>Cherise is going to talk to Ms. Alda and see if she might be able to put up flyers on the community boards in the neighborhood churches for an upcoming family night.</i>





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Potential Champion	Potential Connection	Responsible for Recruiting	Potential "Ask"





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Part 2: Preparing and Communicating With Champions

Think about how you will prepare and train your champions. Determine how you will address the following areas and in what manner. Then, indicate how you will regularly check in with your champions.

<p>Program Topics:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Mission and vision <input type="checkbox"/> Needs <input type="checkbox"/> Goals <input type="checkbox"/> Highlights <input type="checkbox"/> Communications or public relations plan <input type="checkbox"/> Elevator pitch <input type="checkbox"/> Other: _____ 	<p>Expectations of Champions:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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<p>Prepare or Train:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Conduct an information session <input type="checkbox"/> Large group training <input type="checkbox"/> 1-on-1 coaching <input type="checkbox"/> Online conferencing <input type="checkbox"/> “Buddy” or mentor <input type="checkbox"/> Other: _____ 	<p>Communications:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Regular in-person meetings <input type="checkbox"/> Online meetings or webinars <input type="checkbox"/> Emails or newsletters <input type="checkbox"/> Social media group <input type="checkbox"/> Through a point of contact <input type="checkbox"/> Other: _____
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