



Developing Program Champions

Strategic Partnerships



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Objectives



- Explore the essential characteristics of program champions.
- Discuss ways to recruit and motivate potential program champions.
- Determine ways to grow champions within our program.

What Is a Champion?



YOU FOR YOUTH

A person who

- Increases program awareness and success
- Has more than a casual interest in the program
- Knows the program's value
- Advocates and supports
- Actively connects with their networks



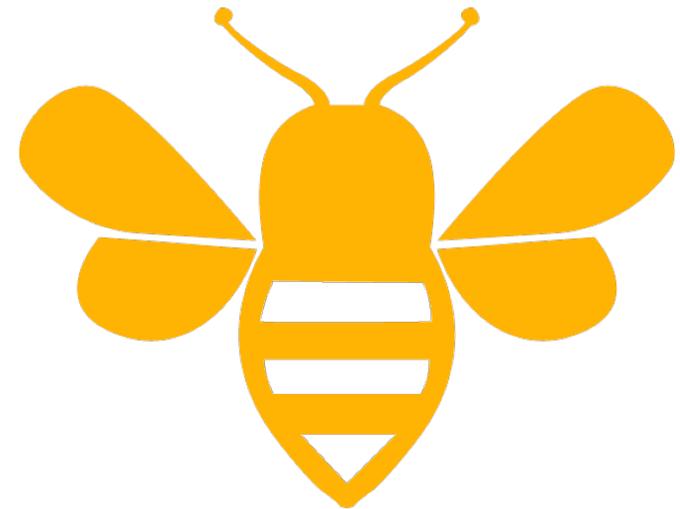
What Does a Champion Do?



YOU FOR YOUTH



- Create enthusiasm for the program
- Build a circle of influence
- Support the program
- Leverage their networks
- Make connections

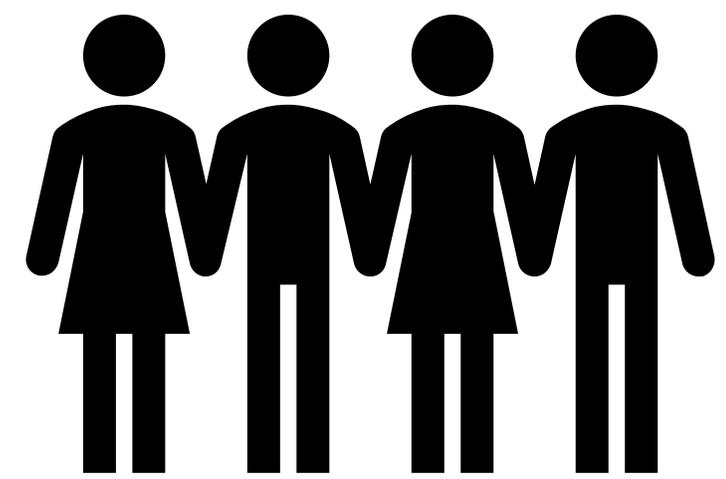




Benefits of Program Champions



- Promote and raise awareness
- Increase reach
- Provide input
- Share impacts
- Help with “helping”

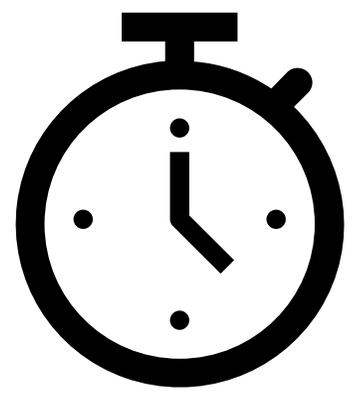




Recruit and Motivate Champions



- Enthusiastic about the program
- People person
- Well-respected
- Able to commit time or resources





Give Champions Information



- Program mission, needs and goals
- Student and community demographics
- Program highlights
- Priority needs
- Public relations plan



Establish Expectations



Work with your table team to brainstorm what we might expect from a program champion.



Make a Plan



Work with your table team and use the Planning for Developing Program Champions tool to generate a plan.



How Can You Be a Champion?



- Direct link
- Recognize efforts
- Motivate your staff and stakeholders



Next Steps



- Where do you see champions fitting into our program or your site?
- What supports do you need to facilitate your plan successfully?