

Growing Engagement through Youth Programs

1. Do you have the support of management?



- Before you begin, make sure you have the support of all the necessary stakeholders at your co-op. Sit down and talk it through.
- Use your survey data to support your efforts – do your members value community involvement? Do they think you should offer more youth programs? Is education a priority?
- Look internally – will you have staffing turnover in a few years due to retirements?
- Are you trying to build your digital/web presence?

2. Do you have a set of clear expectations?



- Do you want to meet a community need?
- Is it all about education?
- Do you need to build member satisfaction/loyalty scores?
- What format do you see for your event?
- Will it be targeted to a particular age group or open to anyone?
- Does all of your team have the same expectations?

3. How will you deliver on the format?



- Do you have a clear age group?
- What type of facility will you need?
- How many will you accommodate?
- What type of programs will you offer?
- Will you have both an academic and fun aspect to your program?
- What is your central theme?

4. How will it be funded? And what's your budget?



- Will your organization be funding the event alone?
- Will you ask for sponsorships?
- Will it be participant paid?
- Budgets need to include: event location, transportation, lodging, food, handouts, speakers, activity fees, travel, t-shirts and giveaways, snacks, prizes, etc....

7. How will you recruit participants?

- Will you use school contacts?
- Will you utilize clubs and organizations?
- Will you promote in your member publications (remember publication deadlines are generally months ahead)?
- Will you develop a web application?
- Will you promote on social media?
- Are there other events you can attend to hand out information about your event?

5. How will you staff the event?



- Youth events aren't for everyone! You need energetic people who are willing to get in the trenches. You need people who aren't afraid to have conversations. You need people who can be real.
- It's about building relationships.
- How much staff can your organization put into the mix?
- Do you have interns?
- Do you need to hire "education" approved chaperones – background checks?
- Can you utilize FFA, 4-H, other groups, or site staff?

6. Have you considered your risk management?

- Make sure your applications include medical releases and allergy information.
- Make sure you have good contact information on parents (home, cell and work numbers).
- You need copy of student insurance
- You need to have liability insurance for your event – it's not that expensive and it's a must!

8. Did you plan and plan some more?



- Does your agenda match your goals?
- Do you have back up plans?
- Weather contingencies?
- What if you get a snake in the dorm?
- What if the fire alarm is set off?
- Wi-Fi goes down?