

Example Work Plan Formats

Table Format:

Category	Goals	Success	Action Steps	Who	When
Online Membership Form	Recruit 5 members a month	15 new members over 12 mo. (income \$1,000)	Research online payment systems and choose system	IT staff	March
			Add online form to website Inform general membership	IT staff Development Director	April May, Sep, Nov
Targeted Letter (Millstone Bypass)	Recruit 30 new members	150 new members from 10,000 mailings. (income \$2,000)	Obtain mailing list Write ask letter Prepare and mail (envelopes, letter, postage)	Membership Committee Development Director	January January February
Watershed Cleanups	Recruit 5 new members per event	15 new members (income \$500)	Identify locations in 5 communities	Project Staff	April
			Contact towns and set dates	Project Staff	May
			Obtain cleanup equipment Recruit 5 project leaders and train for event	Project Committee	May June
			Advertise events	Project Committee	July, Aug, Sept

Calendar Format*:

Strategy	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Online Membership			X	X	X				X		X	
Targeted Letter	X	X										
Cleanups				X	X	X	X	X	X			

*Due to lack of space, this calendar should provide the specific tasks needed to be completed each month.