

## TEEN READ WEEK™ PROGRAM PLANNING WORKSHEET

LIBRARY: \_\_\_\_\_

PRIMARY ORGANIZER: \_\_\_\_\_

PROGRAM TITLE: \_\_\_\_\_

BRIEF DESCRIPTION OF PROGRAM:

PURPOSE/GOAL OF PROGRAM:

DATE: \_\_\_\_\_

DAY OF WEEK: \_\_\_\_\_

START TIME: \_\_\_\_\_ END TIME: \_\_\_\_\_

\_\_\_\_ Date checked on library calendar

\_\_\_\_ Date checked on school calendar

\_\_\_\_ Date checked on community calendar

LOCATION FOR PROGRAM:

Library meeting room

YA area

Other

TARGET AUDIENCE:

Tweens

Teens

Parents/Caregivers

All

ESTIMATED ATTENDANCE:

Tweens \_\_\_\_\_

Teens \_\_\_\_\_

Parents/Caregivers \_\_\_\_\_

PARTNERS/COSPONSORS:

YOUTH PARTICIPATION:  
(what role will the TAG or teen volunteers play?)

BUDGET FOR PROGRAM PROPOSAL (estimated costs):

Speaker's expenses (fee, travel, meals, other)

Supplies and equipment (materials, purchases, rentals, other)

Refreshments (incl. paper products)

Collection development (books & other materials to support/enhance the program)

Staff time (organizer's hours x wage, PR staff hours x wage)

Public relations (fliers, poster, bookmarks, press releases, mailings, postage)

Swag (prizes, incentives, giveaways, door prizes)

Other costs (e.g. security or police for traffic detail)

FUNDING SOURCE:

\_\_\_\_\_ Budget line- general revenue

\_\_\_\_\_ Grant funds (check [www.ala.org/teenread](http://www.ala.org/teenread) to see if TRW grants are available)

\_\_\_\_\_ Friends of the Library

- Corporate sponsorship
- Outside donations
- Other

PROGRAM APPROVAL:

- Approved by supervisor
- Approved by director
- Off desk planning time approved

EQUIPMENT & SUPPLIES NEEDED: (make arrangements to rent, if necessary)

SPEAKER CONFIRMATION:

- Contract sent
- Contract returned and executed
- Directions sent
- Follow-up call(s)

ROOM SET-UP: (preliminary plan)

- Discussed with Maintenance Staff

Person(s) responsible: \_\_\_\_\_

REFRESHMENTS:

Person(s) responsible \_\_\_\_\_

**PUBLICITY AND PROMOTION:**

- \_\_\_\_\_ Publicity materials translated into predominant language(s) of community members
- \_\_\_\_\_ Teen Read Week logo downloaded and used on web site and publicity materials
- \_\_\_\_\_ Requested free teen reading &/or YALSA materials via [www.ala.org/yalsa/handouts](http://www.ala.org/yalsa/handouts)
- \_\_\_\_\_ Ordered Teen Read Week posters, bookmarks, etc. from [www.alastore.ala.org](http://www.alastore.ala.org)
- \_\_\_\_\_ Read through publicity ideas on [www.ala.org/teenread](http://www.ala.org/teenread)
- \_\_\_\_\_ All library staff informed and encouraged to support the effort
- \_\_\_\_\_ Program information posted to library website, Facebook page, at circulation desk, etc.
- \_\_\_\_\_ Fliers distributed to schools, community groups, homeschoolers, businesses and other libraries
- \_\_\_\_\_ Media releases to local newspapers, school papers, radio, TV, Friends of the Library newsletter, etc.
- \_\_\_\_\_ Visits to schools or community groups planned and approved
- \_\_\_\_\_ Book displays set up
- \_\_\_\_\_ Emails, Tweets &/or direct mailings to teens, parents, schools and community organizations
- \_\_\_\_\_ Community VIPs invited (elected officials, policy makers, Foundation staff, etc.)
- \_\_\_\_\_ Shared your TRW program idea on YALSA's wiki:  
[http://wikis.ala.org/yalsa/index.php/Teen\\_Read\\_Week](http://wikis.ala.org/yalsa/index.php/Teen_Read_Week)

Person(s) responsible: \_\_\_\_\_

**ACCOMPANYING RESOURCES (choose all that apply):**

- \_\_\_\_\_ Exhibits      \_\_\_\_\_ Displays      \_\_\_\_\_ Handouts
- \_\_\_\_\_ Bibliographies (book lists, video lists, etc.)
- \_\_\_\_\_ Official TRW products from ALA Graphics
- \_\_\_\_\_ Other: \_\_\_\_\_

Person(s) responsible: \_\_\_\_\_

**ADVOCACY TIE-INS**

- \_\_\_\_\_ Invited local officials, policy makers &/or VIPs to attend

- \_\_\_\_\_ Recruited a local official, policy maker &/or VIP to participate in the event (judge a contest, emcee the event, give a brief speech, etc.)
- \_\_\_\_\_ Asked the local town council &/or school board to officially declare the week Teen Read Week in my town or school (see resources at [www.ala.org/teenread](http://www.ala.org/teenread))
- \_\_\_\_\_ Mailed local officials, policy makers &/or VIPs Happy Teen Read Week cards (made by your teens, perhaps)
- \_\_\_\_\_ Other: \_\_\_\_\_

Person(s) responsible: \_\_\_\_\_

#### FINAL PROGRAM CHECKLIST:

- \_\_\_\_\_ Room set-up completed
- \_\_\_\_\_ Volunteers/staff helpers/TAG prepped & assigned tasks
- \_\_\_\_\_ Equipment and supplies ready
- \_\_\_\_\_ Refreshments procured
- \_\_\_\_\_ Speaker's introduction prepared
- \_\_\_\_\_ Speaker's check/stipend on hand, if appropriate
- \_\_\_\_\_ Evaluation form and pencils available
- \_\_\_\_\_ Fliers for next program available
- \_\_\_\_\_ Parking lot details worked out
- \_\_\_\_\_ Someone assigned to take photos
- \_\_\_\_\_ Accommodations made for any special needs participants
- \_\_\_\_\_ Link to online vote for next Teen Read Week theme posted on web site, Facebook, etc.
- \_\_\_\_\_ Other: \_\_\_\_\_

#### FOLLOW UP CHECKLIST:

- \_\_\_\_\_ Room clean up
- \_\_\_\_\_ Event photos &/or summary posted online & sent to local paper
- \_\_\_\_\_ Dated/time sensitive promotional posters, etc. taken down in library & removed from web site
- \_\_\_\_\_ Thank you notes sent to volunteers, key staff, speaker, sponsors, etc.
- \_\_\_\_\_ Evaluation forms collected and analyzed
- \_\_\_\_\_ Debrief with key staff, supervisor and TAG

\_\_\_\_\_ Other: \_\_\_\_\_

**EVALUATION:**

Was the program a success? Why or why not?

What was the estimated attendance?

Did you encounter any unforeseen problems? How can we better prepare in the future?

What future recommendations or best practices do you want to share?