

## Action Plans for 2015-2016

### Action Plan for Maintaining Strong BC

|          | <b>Action</b>   | <b>Due Date</b>   |
|----------|---|-------------------|
| <b>1</b> | <b><u>Organize a Committee members meeting</u></b><br><br>Being one of the committee members of your BC, it is important for you to plan for the future development of your BC. Please organize a meeting with other committee members, and draft a year plan for the coming year.  | <b>Aug 2015</b>   |
| <b>2</b> | <b><u>Contact inactive members and invite them to join BC activities</u></b><br><br>From the PA task submitted, we knew that there are a lot of inactive members in every BC. As being the leaders of your BC, you should take the responsibility in contacting the inactive members, and inviting them to rejoin the BC activities.  | <b>Sept 2015</b>  |
| <b>3</b> | <b><u>Publish internal BC newsletter</u></b><br><br>A BC newsletter is a good way to update your BC news with all the members. Some people may not check Facebook or Twitter, so sending a newsletter is an alternative way to update the news with them. You can also invite members to submit their writings to the newsletter.   | <b>Dec 2015</b>   |
| <b>4</b> | <b><u>Hold an Annual General Meeting</u></b><br><br>This is a very good chance for all members to gather and stay connected. Making an annual report can let them to know more about the recent activities of BC. Please hold an AGM and invite as many members (especially those inactive members) to join as possible.  | <b>Jan 2016</b>   |
| <b>5</b> | <b><u>Organize an inter-BC activity</u></b><br><br>Mission Project, Wing Kid programs are examples of Inter-BC activities. However, not every BCs have the chance to organize it every year. But Inter-BC activities is a good way to foster the relationship between different BCs, therefore, you are encouraged to organize some small scale inter-BC activities, such as a video meeting. | <b>April 2016</b> |

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| 6 | <p><b><u>Carry out Common Activity</u></b></p> <p>Common Activity is one of the largest activities held by BCIO every year. Being Peace Ambassador, you are responsible to carry it out when you go back to your country. Please invite your members to join the common activity, as this is one of the official activities organized by BCIO.</p>   | <b>May 2016</b>  |
| 7 | <p><b><u>Hold a mass scale activity</u></b></p> <p>Apart from AGM, at least one mass scale activity should also be held every year. This can be any form of activities, such as fund-raising walkathon, a global issue conference, or a service trip. This can allow all members to join so they can join BC activities actively every year, as well as to maintain a strong network within the local BC.</p> <p>Remarks: Mass scale activity means an activity that can include as many people as people to join.</p> | <b>May 2016</b>  |
| 8 | <p><b><u>Carry out JA training workshop</u></b></p> <p>Training new JAs is essential for the future development of BC. As being experienced leaders of your BC, you are strongly encouraged to help with the JA training workshop, so the new JAs can get well prepared for APCC.</p>  | <b>June 2016</b> |

### **Common Activity Action Plan – “See Beyond Borders”**

|   | <b>Action</b>   | <b>Due Date</b>  |
|---|---|------------------|
| 1 | <p><b><u>Decision of Common Activity</u></b><br/>PAs will help decide the Common Activity for the year 2015-16 during PA Camp with facilitation by the BCIO Staff.</p>  | July, 2015       |
| 2 | <p><b><u>Declaration of Common Activity</u></b><br/>Common Activity will be announced via email and APCC Facebook page. Detailed instructions will be provided along with a finalized timeline to help Bridge Clubs conduct a successful Common Activity.</p>   | October, 2015    |
| 3 | <p><b><u>Submission of 1<sup>st</sup> Video Doc by Bridge Clubs + Monthly Meetings</u></b><br/>BCs will think of creative ways to make documentaries for the first category of their choice – they may take a field trip, organize an activity, conduct interviews, go on a “video-walk”. They will shoot, edit and submit the videos to <a href="mailto:seebeyondborders2015@gmail.com">seebeyondborders2015@gmail.com</a> via Google Drive or Dropbox.</p> <p>PAs will help hold monthly meetings or Skype sessions during this period to motivate BC members and guide them to participate in the Common Activity.</p> | January 15, 2016 |

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| 4  | <u>Sharing of Videos by BCIO</u><br>BCIO will post the video documentaries on the official APCC Page – BRIDGE CLUBS will be encouraged to share their videos to get maximum 'likes' and to spread the OMOIYORI spirit of cultural understanding and respect!  | January – May , 2016 |
| 5  | <u>Submission of 2<sup>nd</sup> Video Doc by Bridge Clubs + Monthly Meetings</u><br>BCs will think of creative ways to make documentaries for the second category of their choice – they may take a field trip, organize an activity, conduct interviews, go on a “video-walk”. They will shoot, edit and submit the videos to <a href="mailto:seebeyondborders2015@gmail.com">seebeyondborders2015@gmail.com</a> via Google Drive or Dropbox.<br><br>PAs will help hold monthly meetings or Skype sessions during this period to motivate BC members and guide them to participate in the Common Activity. | May 15, 2016         |
| 7. | <u>Selection of Top 3 Videos</u><br>The top 3 videos will receive awards during the 2016 PA Camp. A panel of judges will select the winning videos based on Facebook “likes,” creativity, video content, and BC member involvement.   | June, 2016           |

### **Action Plan for Funding**

|          | <b>Action</b>  | <b>Due Date</b>             |
|----------|--|-----------------------------|
| <b>1</b> | <b><u>Make a Budget Plan before organizing every activity</u></b><br><br>A budget plan is very important in planning and organizing activities. Having a budget plan can avoid over-budget, and help spending the money wisely when organizing the event.  | <b>Aug 2015 – June 2016</b> |
| <b>2</b> | <b><u>Make a financial report for every activity</u></b><br><br>A financial report can help your BC to show how you used your money in every event. If you are having an over-budget, evaluate on how you used you money, and make improvement in the next event. Therefore, you should make a financial report after you have organized every activity, and make an annual report at the end of the year.   | <b>Dec 2015</b>             |
| <b>3</b> | <b><u>Hold a fund raising event</u></b><br><br>Holding a fund raising event can be a source of funding for your BC. Please be reminded that BC is a non-profit organization, you should be transparent and clear to tell the public where will your money goes and how you are going to use it. It can be any form of activities, such as a walkathon, or a musical performance. You are highly encouraged to find sponsors for the fund raising event, please remember to put the sponsors' name out when you are holding your activities | <b>Feb 2016</b>             |

## Action Plan for Public Relations

|     | <b>Action</b>   | <b>Due Date</b> |
|-----|---|-----------------|
| 1   | <p><b><u>Select PR Coordinator + PR Managers (Social Media Manager, Newsletter Editors, BCIO Page Manager)</u></b></p> <p>PAs will help conduct a merit-based selection process for the following posts:</p> <ul style="list-style-type: none"> <li>• PR Coordinator: Head of PR – responsible for all PR related aspects of BC and manager of the Social Media Managers and Newsletter Editors</li> <li>• Social Media Managers: responsible for maintaining Facebook, Twitter, Instagram, Blog</li> <li>• BCIO Page Manager: responsible for participating in every BC meeting/activity, writing an Activity Report and posting it on the official BCIO Page (preferably the PA should be the BCIO Page Manager)</li> <li>• Newsletter Editors: Up to five people with good writing skills that will work together to collect and write articles for the BC Newsletter</li> </ul> | August, 2015    |
| 1.a | <p><b><u>Establish Facebook, Instagram, Twitter, Blog</u></b></p> <p>Respective Social Media Managers will establish their social media channels and work on making them attractive.</p>  | September, 2015 |
| 2   | <p><b><u>Facebook, Instagram, Twitter, Blog, BCIO Page</u></b></p> <p>At least two posts regarding per week must be posted on the Bridge Club’s Facebook page by the Facebook Manager. These posts can be regarding awareness about global issues, celebrating International Days, updates about BC activities especially the progress with the Common Activity and the monthly meetings. The Facebook page will also be essential in recruiting new BC members so it is crucial to keep it active.</p> <p>Similarly, Managers for the Twitter, Instagram and Blog must post at least two posts especially covering monthly BC meetings.</p> <p>BCIO Page Manager must report every monthly meeting and activity conducted by the Bridge Club on their BCIO Page.</p>   | All Year Long   |

|     |  |                                 |
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| 3   | <p><b><u>Publish internal BC newsletter</u></b></p> <p>The Newsletter editors will publish an internal BC newsletter by collecting articles regarding various topics from Bridge Club members and writing some of their own. They can include sections about APCC, BCIO as well as the Common Activity. This is good way to keep everyone involved and to highlight the successes of the BC from August 2015 till December 2015.</p>                                       | <b>December, 2015</b>           |
| 4   | <p><b><u>Regulation of PR</u></b></p> <p>The PR coordinator will keep the Social Media Manager, the Newsletter Editors and the BCIO Page Manager in <b><u>regular</u></b> check by assigning the PR Managers internal deadlines, reminding them of these deadlines and then giving them constructive feedback on their work.</p> <p>The PA will keep a <b><u>regular</u></b> check on the PR coordinator to make sure they are performing the duties assigned to them.</p> | <b>All Year Long</b>            |
| 4.a | <p><b><u>PR Evaluation Meeting</u></b></p> <p>A compulsory meeting will be conducted in which the progress of the PR Coordinator and the PR Managers will be evaluated. The PR Managers will showcase their progress till December, 2015 by sharing their respective PR channels. The PR Coordinator and PA will make sure that the tasks assigned to the PR Managers are being performed – otherwise, PR Managers can be re-selected if need be.</p>                      | <b>January, 2016</b>            |
| 5   | <p><b><u>Common Activity PR</u></b></p> <p>The PR Coordinator and the PR Managers will work collectively to organize this year’s Common Activity ‘See Beyond Borders’.</p>   | <b>March, 2016 – June, 2016</b> |
| 6   | <p><b><u>Publish internal BC newsletter</u></b></p> <p>The Newsletter editors will publish a second internal BC newsletter by collecting articles regarding various topics from Bridge Club members and writing some of their own. They can include sections about APCC, BCIO as well as the Common Activity. This is good way to keep everyone involved and to highlight the successes of the BC from January 2016 till June 2016</p>                                     | <b>June, 2016</b>               |