

# Action Plans for 2016-2017

## Action Plan for Maintaining Strong BC

	<b>Action</b>	<b>Due Date</b>
1.	<p><b>Organize Committee meeting:</b> Organize Executive Committee meeting chaired by the President. The committee will consist of active members, Vice President, General Secretary and the others in-charge of the things in your BC. BC members shall be informed pre-hand about the meeting so that we can maximize the numbers of attendee. The agenda of this meeting will be to discuss on all the upcoming prelisted programs. Share your PA camp experience and agendas discussed here. Also,</p> <ul style="list-style-type: none"> <li>- make a year plan</li> <li>- set short and long term goal</li> </ul>	August, 2016
2.	<p><b>Encourage inactive members participations and Update contact list</b> The club cannot function well unless it has enough members willing to work for the club. So increasing the number of active members is must. Design an strategy to invite them to join hands</p> <ul style="list-style-type: none"> <li>- let and trust them lead an activity</li> <li>- encourage and let them put thoughts in Club meetings</li> </ul> <p>Update list through:</p> <ul style="list-style-type: none"> <li>- online registration</li> <li>- Google docs...</li> </ul>	September, 2016
3.	<p><b>Inform all members about the plans and minute of meeting:</b> Former JAs &amp; PAs can be informed and invited through mass media to join the BC activities.</p>	September, 2016
4.	<p><b>Participate in a social activity conducted by BC or another club/association:</b> BC is based on a society where various and multiple social, informative activities are going on. Taking part in such activities representing BC will be good for the club and members. It is also a tremendous approach to create awareness about BC in the public.</p>	October, 2016
5.	<p><b>Organize inter-BC activities</b></p> <ul style="list-style-type: none"> <li>- mission project, Wing Kids (if possible)</li> <li>- skype and video conference etc</li> </ul>	November, 2016
6.	<p><b>Invite the JAs across the Country and conduct a meeting during school holidays:</b> School holidays is a season opening a great opportunity for the members of the BC gather and have meetings to discuss about the club. If all the JAs including the recent ones take part in such a mass meeting, BC will make good progress. Also, it is a good way to encourage the young JAs to engage in the BC Activities.</p>	December, 2016
7.	<p><b>Annual General Meeting:</b> Hold an annual general meeting with invitation to all the members, Liaison Officer (LO), Chaperons and other government officials if possible. The meeting will be fixed at an appropriate time so that all can gather and stay connected. New members will be especially encouraged to attend. The meeting will have discussions on the activities.</p>	December, 2016
8.	<p><b>Newsletter publishing:</b> A newsletter could be published with articles by interested BC members and shared with all the BC members. The newsletter, among others, shall have info on the previous and upcoming events. It shall be a platform for information sharing among all the BC members. It shall be assured that each and every one of the members gets a copy of it either online if not in hard copy.</p>	January, 2016
9.	<p><b>Conduct at least one meeting a month</b> At least once a month, the members should meet up. This will keep on reminding the members more of their responsibilities being member of BCs. This will also make the execution of plans much easier.</p>	All year long
10.	<p><b>Carry out Common Activity:</b> Carrying out common activity is one of the most important parts of the Action Plans. The common activity has to be completed by the BC's and the PA's before the given</p>	(as decided by BCIO)

	deadline as it is the activity that connects with BC's of other countries nothing like anything else.	
11.	<b>Mass Scale and Team Building Activities:</b> Discuss a mass scale activity and hold it to be carried out by the BC members. An Activity such as tree plantation, mass cleaning campaign or a service trip etc.	April 2017
12.	<b>Carry out JA training workshop:</b> New JA's will have to be trained before their visit to Japan. As we being former JA's, we know that even a simple training on how to eat with a chopstick or a few emergency Japanese words would be immensely helpful for them.	June 2017
13.	<b>Prepare next PA:</b> Selection of PA is based on how BC members are involved in BC and its activities. Encourage BC members to take active participations in every activities and create a new platform for their leadership.	All year long

### Action Plan for Common Activity

No	Action	Due Date
1	<b>Decision of Common Activity</b> PAs will help decide the Common Activity for the year 2016-17 during PA Camp with facilitation by the BCIO Staff.	July 2016
2	<b>Declaration and Instructions of Common Activity</b> 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.	August 2016
3	<b>Common Activity Planning Meeting</b> PA will hold a meeting (offline or online) to evaluate their BC's result of conducting the last CA and make a detailed plan (especially establishing a core team, making plan and draw a timeline) for this year with instructions from BCIO. Each BC should submit the report of the meeting so that BCIO HOMs can closely follow up and give a reminder or advice if necessary.	September, 2016
4	<b>Submission of content by BRIDGE CLUBS</b> Depending on the theme of CA, BCs will submit their country's entries. PAs will help hold meetings or Skype sessions during this period to motivate BC members and guide them to participate in the Common Activity.	Sep 2016 – May 2017
5	<b>The marketing of CA</b> The PR Manager and the PR Team will work collectively to market the CA and will play an instrumental role in making sure that the CA is sold to the general public with maximum effectiveness.	February 2017-June 2017

### Action Plan for Funding

No	Action	Due Date
1.	<b>Decision of the type of activity to be conducted</b> Once it is decided what is to be done, half of the work is already completed. So a conduction of a good fund raising activity should be decided by good research and brainstorming.	August 2016 – June 2017
2.	<b>Budget Plan:</b> A budget plan will be made will be made before each of the aforementioned events so that money is spent wisely when organizing the events. – plan carefully before holding an event – plan miscellaneous expenses – avoid over budgeting	August 2016- June 2017
3.	<b>Fund Raising event:</b> A mass scale fund-raising activities organized by the BC will be held. It may be a cultural festival, musical show, movie premier, children's fun evening with several activities, jumble sales, bake sales and creating awareness about the club.	February 2017
4.	<b>Find potential sponsor parties and update them on BC year plan</b> For the BC activities to be carried out, we require potential sponsor parties such as	March 2017

	famous and big business firms. Hence, we will be updating the potential sponsor parties about the BC activities in order to maximize the sponsorship.	
5.	<b>Collect membership fees from BC members</b> A membership fee will be collected at the Annual meeting every year from all the members of the BC.	June 2017
6.	<b>Financial Report:</b> A financial report will be made on the spending after every activity. The report will be a study on the comparison between the Budget plan and the actual activity. This report is to help us plan further activities more wisely. They will be submitted after every activity. – audit and evaluate on how money is being used – manage and plan remaining budget for next event – learn from past and improve in future	June 2017

### Action Plan for Public Relation

No	Action	Due Date
1	<b>Select PR Manager + BCIO Page Executive + Social Media Team</b> PAs will help conduct a merit-based selection process for the following posts: <ul style="list-style-type: none"> <li>• PR Manager: Head of PR – responsible for all PR related aspects of BC (Social Media, Newsletter, BCIO Page,...). PR Manager will help to lead PR Team to make plans and carry out all PR activities.</li> <li>• PR Team: responsible for maintaining social media (Facebook, Twitter, Instagram, Blog). Up to five people with good writing skills that will work together to collect and write articles for social media content.</li> <li>• BCIO Page Executive: responsible for participating in every BC meeting/activity, writing an Activity Report and posting it on the official BCIO Page.</li> </ul>	August, 2016
1.a	<b>Establish Facebook/Instagram/Twitter/Blog</b> Respective PR Team will establish their social media channels and work on making them attractive. You should choose your BC's main channel and focus on it. A Facebook Page will be a preferable choice.	August, 2016
2	<b>Activate and maintain your BC's social media channel</b> At least 1 post regarding per week must be posted on the Bridge Club's Facebook page by PR Team. 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. BCIO Page Executive must report every monthly meeting and activity conducted by the Bridge Club on their BCIO Page.	All Year Long
3	<b>Regulation of PR</b> The PR Manager will keep the PR Team and the BCIO Page updates in regular check by assigning the PR Team internal deadlines, reminding them of these deadlines and then giving them constructive feedback on their work. PR Manager should hold a meeting to make a plan for a whole year PR activity and monthly ones to check the process also.	All Year Long
3.a	<b>PR Evaluation Meeting</b> A compulsory meeting will be conducted in which the progress of the PR Manager and the PR Team will be evaluated. The PR Managers will showcase their progress till December, 2016 by sharing their respective PR channels. The PR Manager will make sure that the tasks assigned to the PR Team are being performed well.	January, 2017
4	<b>Common Activity PR</b> The PR Manager and the PR Team will work collectively to market the CA and will play an instrumental role in making sure that the CA is sold to the general public with maximum effectiveness.	Feb 2017 – June, 2017