

HEA Strategic Planning Team

Sample of team structures and Tasks

1. Review program concept
2. Identify Event Host
3. Location Time frame
4. Establish budget

EVENT HOST

- Create & coordinate their team
- Event Venue
- Food provider
- PR marketing
- Volunteers
- Creates data base of adventurers
- Identify Potluck locations
- Coordinate Graduation

HEA Coordinator & Lead Coach & Lead Coach

- Provide guidance
- Coordinate lab voucher and book sales
- Provides collateral material PDF's
- Gather coaches
- Create contact data base from sign up cards
- Distributes data base to HEA strategic team, coaches
- Attends pot lucks
- Create agenda for pot lucks
- Assist with graduation
- Collects labs, surveys and collates (with assistant)
- Work with host on marketing



PR marketing

- Creates & executes plan
- Press releases
- Prints collaterals

Food provider

- Schedules facility
- Plans Kick Off menus
- Graduation
- Potluck set up
- Clean up
- Reads books
- Educates staff

Volunteers

- Book sales
- Event staffing
- Directional

Coaches

- Maintain communication and support
- Attend potlucks
- Attend graduation
- Intermittent follow up contact

Sponsors

- Underwrite expenses
- Additional community contacts

HEA Volunteers

- Help host kick off & Potlucks
- Greeters

