

Suggested Outline for Your Local Next Chapter Plan

I. Executive Summary

II. Community Context

- a) Community analysis
- b) Assets – people, partners, etc.
- c) Needs – individuals, institutions, etc.

III. Planning Steps and Overview

- a) Planning steps and timeline
- b) Who is involved – leaders, stakeholders, partners, target audience, etc.
- c) Key goals and objectives – alliance formation, planning
- d) Strategy for developing plan

IV. Next Chapter Programs and Places

- a) Background – lead agency, key players
- b) Guiding principles
- c) Overall approach, activities, features and facilities
- d) Core components
 - i) Life planning programs
 - ii) Meaningful engagement through work and service
 - iii) Continued learning for new directions
 - iv) Connections to peers and community
- e) Cross-cutting component: Information and resource support
- f) Optional programs, services and information: caregiving, financial planning, health and fitness, leadership development, relationships, spirituality, and technology and information literacy

V. Partner and Community Roles

- a) Governance and guidance – advisory groups, committees and sub-committees
- b) Partner commitments and agreements
- c) Older adults as volunteers, staff, public service workers, etc.

VI. Communications and Marketing

- a) Identity and branding
- b) Messages and language
- c) Communication channels
- d) Public relations
- e) Marketing and tracking results

VII. Organization and Operations

- a) Scope of services, activities and locations
- b) Staffing
- c) Organization chart
- d) Key players and competencies
- e) Implementation steps and timeline

VIII. Evaluation Approach

IX. Budget and Funding Strategy

- a) Multi-year operating budget
- b) Budget assumptions
- c) Funding strategy – immediate and longer term
- d) Plan for sustainability