

Synergy Alberta 2021/22 Workplan

Project	Description	Audience	Justification	Resources Required	Estimated Cost
Newsletter <i>Strategic Focus 2,3 & 4</i>	Quarterly e-news letter; including a feature article, profile of a synergy group, etc.	Synergy Members Stakeholders Funders Potential Funders	Keep Synergy Alberta in people's inbox Avenue to promote Synergy	Writer to interview, coordinate stories	\$4,000
Benefits of Synergy Brochure <i>Strategic Focus 3 & 4</i>	A short brochure on the benefits of Synergy/groups	Stakeholders Existing and Potential Synergy Groups Funders Potential Funders	Provide an easy to access document about Synergy for those who may want to learn more. A document to provide to future funders	Writer, design	\$8,000
Benefits of Synergy Video <i>Strategic Focus 3 & 4</i>	An approximately 1 minute video to compliment the brochure	Stakeholders Existing and Potential Synergy Groups Funders Potential Funders	A short visual for the website	Writer, designer	\$10,000
Synergy Group Interviews <i>Strategic Focus 1,2 & 3</i>	An interview with each Synergy Group to determine wants, needs and how we can support	Synergy Groups Board	We have not done a survey with the Synergy Groups for some time and we would like to know their concerns	Facilitator to interview groups	\$10,000
15 th Anniversary Project <i>Strategic Focus 2, 3 & 4</i>	Have all Synergy Groups provide a "How It Started; How its Going". Also highlight and celebrate group successes in the past 15 years; would be an online document	Synergy Groups Stakeholders Funders	Celebration of 15 years of Synergy Alberta	Some design work to give the project a consistent look	\$7,000
Workshop <i>Strategic Focus 1, 2& 3</i>	In lieu of conference; a workshop for Synergy Group members and stakeholders	Synergy Groups Stakeholders	Hold a 2 hour workshop, put on by one of our Facilitators to provide a value of membership to our Synergy Groups	Facilitator, on-line platform	\$10,000
Social Media <i>Strategic Focus 2,3 & 4</i>	Revamp the current Facebook page and set up LinkedIn	Synergy Groups Community Stakeholders Funders Potential Funders	The current SA Facebook page is difficult to navigate. Would like to get someone to set up the page properly as well as a LinkedIn profile	Some Social Media person who knows what they are doing	\$2,000