

the program model canvas

Designed for:

Designed by:

Date:

Version:

Key Partners	Key Activities	Value Propositions	Audience Value	Audience
	Key Resources		Channels	
Budget		Funding		
Evaluation		Follow-on		



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Key Partners

- Who are the partners that would help make this program successful?
- What organizations and companies are already working in this field? Who could be your allies?
- The best programs have overlap between this section and the 'Customer Segments' section.

Key Activities

- What will you do in this program?
- What is the timeline of activities?

Key Resources

- What do you need to run this program?
- Answers could include physical space, equipment, supplies, food, lodging, or other needs.

Value Propositions

- What are your objectives?
- How does this specific program address these goals?
- How does this program tie in to your larger strategy?
- In a more complex program, this is the place to insert your Theory of Change.

Audience Value

- What is the value for a participant?
- Why should they want to join this program?

Channels

- How will you recruit participants?
- How will you share program outcomes and successes?

Audience

- Who are your target audiences? Be specific.
- Who will benefit directly and/or indirectly from this program?
- Thinking carefully about these audiences will help with recruitment strategies (in the 'Channels' box).

Budget

- What will this program cost?
- Insert a rough budget breakdown here.
- Include nonmonetary resources, such as staff time and use of common space.

Funding

- How will you pay for the program?
- Where is the funding coming from?

Evaluation

- Evaluation How will you know you've succeeded?
- How are you gathering evidence of your program's effects?

Follow-on

- How will you follow up with participants?
- What are your plans for sustainability of the program?