**Sourcing Event**

**Attachment 6**

**Project Plan**

Proposers shall submit a complete Project Plan by completing the following in this attachment:

Project Plans shall provide a comprehensive and detailed outline of proposed activities designed to engage and outreach to students and families as part of this contract. Activities shall be summarized by month, including a description of primary activity or activities, the estimated reach, and the estimated outcome(s). Include information on the specific audience for this outreach, such as specific schools or other target populations.

*Example:*

|  |  |  |  |
| --- | --- | --- | --- |
| *MONTH* | *PRIMARY ACTIVITIES* | *ESTIMATED REACH* | *ESTIMATED OUTCOMES* |
| *September* | *Conduct (3) Family Workshops in multiple languages*    *Description: K2C & CalKIDS workshops that include overview and promotion in English, Spanish and Cantonese* | * *Email invites: 1,000 (20% open rate)* * *Promotion via social media: varied views and impression rates in hundreds* * *Flyers distributed at schools: 400* * *Participating schools: Bret Harte ES, Cesar Chavez ES, El Dorado ES* | * *Approximately 25- 50 attendees per workshop* * *25% of attendees register their accounts* * *2% increase in school saver rate at participating schools* |

The overarching goals of the activities described in Proposer’s Project Plan are to (1) increase the number of families and students contributing to their K2C college savings account; (2) drive engagement among participants with their K2C and CalKIDS accounts; and (3) support students and families in understanding K2C, CalKIDS, and 529 ScholarShare and act based on their eligibility to maximize the combined benefits of these college savings initiatives.

Activities included in the Project Plan may include but are not limited to those outlined in the Scope of Work. Project Plan shall cover a period of one school year.

Project Plan should be maximum (5) pages.

*OPTIONAL: If your organization is proposing significantly different activities in SY23-24 and SY24-25, please submit and label accordingly a Project Plan for each individual year. Maximum (10) pages if electing to submit a unique Project Plan for each school year.*

*Current CBO partners ONLY: To provide a comprehensive view of your Project Plan, clearly label activities that are part of your existing work plan for K2C for SY23-24.*

|  |  |  |  |
| --- | --- | --- | --- |
| MONTH | PRIMARY ACTIVITIES | ESTIMATED REACH | ESTIMATED OUTCOMES |
| *August* |  |  |  |
| *September* |  |  |  |
| *October* |  |  |  |
| *November* |  |  |  |
| *December* |  |  |  |
| *January* |  |  |  |
| *February* |  |  |  |
| *March* |  |  |  |
| *April* |  |  |  |
| *May* |  |  |  |
| *June* |  |  |  |
| *July* |  |  |  |