**EXHIBIT PLAN TEMPLATE**

1. *Exhibit Title* –
2. *Project Manager* –
3. *Project Team Members* –
4. *Location –*
5. *Overview* – brief descriptive text about the exhibit
6. *Thesis Statement* – the “so what” behind the exhibit; this should include the educational goals of the exhibit
7. *Strategic Goal(s)* – how does the exhibit meet your organization’s strategic goals?

1. *Stakeholders* – individuals or groups outside the project team who have a vested interest in or will be contributing to the success of the exhibit
2. *Funding Information* – identification of where the funding will come from and, if there isn’t a known source, then a suggestion of possible funders.
3. *Audience* – what is your target audience(s) for this exhibit?
4. *Boundaries* – other projects that will impact this exhibit and vice versa.
5. *Milestones* – steps along the way which will indicate the exhibit’s progress and success.
6. *Deadline & Responsibilities* – specific dates by which work is to be presented, phased, completed, etc. Deadlines must be met when set to ensure success; therefore, dates should be carefully set and be sure to take into consideration boundaries and other influencing factors. Team members responsible for key deadlines and tasks need to be identified here.

|  |  |  |
| --- | --- | --- |
| Task | Responsibility | Due Date |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. *Budget* – an itemization of the costs associated with this exhibit, including dedicated staff hours.

|  |  |
| --- | --- |
| Guest Curator(s) |   |
|  Stipend or honorarium |  |
|  Mileage & expenses |  |
|  |  |
| Fabrication |   |
|  Outside personnel |  |
|  Materials and supplies |  |
|  |  |
| Loans |   |
|  Shipping/mileage |  |
|  Loan fees |  |
| Image use fees |  |
|  |  |
| Graphic Design |  |
| Exhibit preparator |  |
|  |  |
| Printing |   |
| Outside |  |
| In-house |  |
|  |  |
| Staff time/Overhead |    |
|  |  |
| Programs |  |
| Exhibit catalog/publication |  |
|  |  |
|  |  |
|  |  |
| Total: |  |
| FUNDRAISING GOAL  |  |
|  |  |

1. *Documentation* – attach to the plan any previous planning documentation that adds to success of the exhibit, i.e. exhibit schematic, bibliography, etc.