



OBJECTIVE

Identify a specific marketing objective that your program might have: _____

Other objectives might be: _____

AUDIENCE

Describe the audience that you want to address for this project: _____

What alternatives might your audience consider instead of participating in your program? What competes for your audience's attention? _____

MESSAGE

What is the key message that you want to communicate to your audience? (*three sentences or less!*)

Name the TOP THREE things about your program that give value to your audience.

What is unique about your program? _____

FORMS

What form(s) of communication will best reach your audience? _____

COLLABORATION

CONTACTS: _____

TIMELINE

This project should be COMPLETED BY: _____
