

## 202# ANNUAL WORK PLAN

### GOALS (Broad statements of what will be achieved)

1. Insert strategic goal (from board)
2. Insert strategic goal (from board)
3. Insert strategic goal (from board)

### OBJECTIVES (Specific outcomes-narrow, precise, tangible, concrete, measurable)

#### Goal 1: Insert strategic goal (from board)

1. Insert objective
2. Insert objective

#### Goal 2: Insert strategic goal (from board)

1. Insert objective
2. Insert objective

#### Goal 3: Insert strategic goal (from board)

1. Insert objective
2. Insert objective

### TACTICS (What will we do?)

### TOOLS (What are we creating?)

### TIMELINE (When are we going to do it?)

### STAFF ASSIGNMENTS (Who is responsible?)

#### Goal 1: Insert strategic goal (from board)

1. Insert objective
  - a. Insert tactics and tools
2. Insert objective
  - a. Insert tactics and tools

Insert Staff Initials [Insert Deadline]

Insert Staff Initials [Insert Deadline]

#### Goal 2: Insert strategic goal (from board)

1. Insert objective
  - a. Insert tactics and tools
2. Insert objective
  - a. Insert tactics and tools

Insert Staff Initials [Insert Deadline]

Insert Staff Initials [Insert Deadline]

#### Goal 3: Insert strategic goal (from board)

1. Insert objective
  - a. Insert tactics and tools
2. Insert objective
  - a. Insert tactics and tools

Insert Staff Initials [Insert Deadline]

Insert Staff Initials [Insert Deadline]

## **MEASUREMENT + METRICS**

**(How do we know if we have made impact? Moved the needle?)**

*Questions for consideration:*

- *Are results achieving your strategic goals?*
- *Are they aligned with the broader mission and vision?*
- *What is working?*
- *How many materials have been put out?*
- *How many people have been reached?*
- *Did you tie your channels and tools to your audience needs?*
- *Has there been any change in behavior – beliefs, attitudes, social norms? Tied to any of the channels and tools used?*
- *Is there an audience that is tuning you out?*

## **BUDGET (How much will it cost?)**

[501 Sample budget template](#)

[Sample budget template #1](#)

[Sample budget template #2](#)

[Sample budget template #3](#)