

4-Step Community Engagement Plan Template

GOAL(S) <ul style="list-style-type: none"> ● Specific ● Measurable ● Time-bound 	TARGET AUDIENCE(S) <ul style="list-style-type: none"> ● Demographics ● Motivations ● Best way to reach them ● Key messages ● Best messengers 	PLAN – What/When/Who/How much? <ul style="list-style-type: none"> ● What specific tactics will you use? ● When will each tactic take place? ● Who will manage it? Who else needs to help? ● How much will it cost? ● (for Interactive Surveys, how can responses be presented so that they are engaging and available to others to see and learn from?) 	MEASUREMENT <ul style="list-style-type: none"> ● How will you measure success? ● Do you have a baseline? ● What tools do you need to measure it? ● Who will manage the process?
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Goal #1:			
Goal #2:			
Goal #3:			

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GOAL(S)	TARGET AUDIENCE(S)	PLAN – What/When/Who/How much?	MEASUREMENT
<ul style="list-style-type: none">• Specific• Measurable• Time-bound	<ul style="list-style-type: none">• Demographics• Motivations• Best way to reach them• Key messages• Best messengers	<ul style="list-style-type: none">• What specific tactics will you use?• When will each tactic take place?• Who will manage it? Who else needs to help?• How much will it cost?• (for Interactive Surveys, how can responses be presented so that they are engaging and available to others to see and learn from?)	<ul style="list-style-type: none">• How will you measure success?• Do you have a baseline?• What tools do you need to measure it?• Who will manage the process?