Overarching project goal:
(Insert one sentence here)

Specific amplification objective: Does it leverage impact? Is it SMART?
(Insert one sentence here)

Target Audience: Pick one (Go small!)
Who must you reach?
What do they need to do?
Why does it matter?

Positioning: Where is this audience relative to your issue and ask?
View of the issue (Frame/Fortify/Reframe)
Level of interest (L/M/H)
Stage of interest (PCAM)

Core concerns: What underlies your audience’s interest?
Benefits (Remember WIIFM)
Barriers (Remember WWOT)

Tell a story: Simple, Unexpected, Concrete, Credible, Emotional Stories Stick – SUCCESS (Insert example)

Theme: (Insert phrase here)

Key supporting points for your audience:
1.
2.
3.

Messenger: If not you, who? Any allies needed?

Tactics: Delivering your story to your audience, and measuring your progress
Channel: What are five ways to reach them? Pick your top three and prioritize
Approach: How can you access and maximize this channel?
Timing: When will you do this? Will it be a staged effort?
Personnel: Who will lead your effort? Is support staff needed?
Budget: Include time and money
Measures: Focus on outcomes and impact

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<tr>
<th>Channel</th>
<th>Approach</th>
<th>Timing</th>
<th>Personnel</th>
<th>Budget</th>
<th>Measures of success</th>
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--- REALITY CHECK: Is this doable given the realities of time, skills, budget and priorities? ---