

# NATIONAL VOLUNTEER WEEK

April 10 - 16, 2016

*Volunteers are the roots of strong communities*



## Campaign Planner

Budget \$ \_\_\_\_\_

**Your organization's goals** (*mission driven and results-oriented*)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Campaign goals** (*aligned with your organization's goals*)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Campaign objectives** (*SMART: Specific, Measurable, Attainable, Realistic, Time Sensitive*)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Strategic considerations** (*your approach to drive your objectives*)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

<b>Key Audiences</b> <i>(Primary, secondary, other)</i>	<b>Core messages</b> <i>(What do they need to know and what do you want them to do?)</i>	<b>Tactics</b> <i>(Where and how can you engage most effectively?)</i>	<b>Measurement</b> <i>(What does success look like?)</i>