



ACTION PLAN

GOALS	TARGETS	RESOURCES	SUPPORTERS	TACTICS
<p>Goals are specific, measurable outcomes you want to achieve.</p> <ol style="list-style-type: none"> 1. List the specific outcomes you hope to achieve 2. Identify smaller goals, as well; what would short-term and long-term success look like? 	<p>Primary Target: The person or people that have the power to give you what you want / achieve your goal(s).</p> <p>Secondary Target: The person or people that have influence over your primary target.</p>	<p>Current Resources: List the resources you currently have at your disposal to help you achieve your goal(s). <i>(e.g. funding, skills of group members, connections to community orgs)</i></p> <p>What We Need: List the resources or actions you need to take in order to achieve your goals. <i>(e.g. funding, sustained membership, messaging / communications plan, etc.)</i></p>	<p>Potential Supporters: Who is invested in this group or goal? Who might be an asset to help you achieve your goal(s)? <i>(e.g. fellow planning committee members, volunteers, SD Pride, community orgs)</i></p> <p>Outreach to potential supporters: How will you shore up the support of these groups or individuals? <i>(e.g. tabling, attending meetings)</i></p>	<p>Tactics are actions taken to move your target to give you what you want to achieve (your goal).</p> <p>Tactics should:</p> <ul style="list-style-type: none"> • be directed toward your primary or secondary target(s) • be within the comfort zone of your group • move you closer to reaching your goals



ACTION PLAN

GOALS	TARGETS	RESOURCES	SUPPORTERS	TACTICS
<p>Goals are specific, measurable outcomes you want to achieve.</p>	<p>Primary Target:</p> <p>Secondary Target:</p>	<p>Current Resources:</p> <p>What We Need:</p>	<p>Potential Supporters:</p> <p>Outreach to potential supporters:</p>	<p>Tactics are actions taken to move your target to give you what you want to achieve (your goal).</p>