

LIBRARIES OF WASHINGTON STATE.

Planning Matrix/Worksheet _____

Situation Analysis:

Goal:

AUDIENCE Who are the people we need to reach?	OUTCOME What do we want them to do?	MESSAGE What do they need to know in order to take the action we want?	MESSENGER Who is the best messenger?	STRATEGY How will we make this happen?

TOOLS & TACTICS TO SUPPORT STRATEGY:

Strategy #1:
Tools/Tactics:

How will we measure success?

Strategy #2:
Tools/Tactics:

How will we measure success?