**GAME Plan Worksheet**

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| 1. GOAL | | 1. AUDIENCE | |
| *What is your desired result(s)?* | *How do you know when you’ve reached it - how can it be measured?* | *Who are your target audiences?* | *Who influences them?* |
| 1. MESSAGES | | 1. ENGAGEMENT | |
| *What values do my audiences and I share?* | | *How will we get the word out?*  Earned Media:  Paid Media:  Social Media:  Other: | |
| THE MESSAGE:  *Which value(s) are at stake – why should your audience care?*  *Describe the problem.*  *What is the solution?*  *What concrete action can your audience take?* | |