**GAME Plan Worksheet**

|  |  |
| --- | --- |
| 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?* |