

# Campaign Planner Worksheets

## Step 1: Define your Audiences

1a. Record relevant activities going on in the community in the table below.

Activity	What Messages Will Be Incorporated	What Audiences Will Be Targeted	What Channels Will be Used	Timing

1b. Record and describe who you want to reach here. Include key points only. Use information in the Planner Guide (page 6) as a starting point from which to select audience information, and then add your own information.

Audience	Demographic Characteristics	Behavioural and Psychographic Characteristics

## Step 2: Set Clear Objectives

2. Record your objectives for a media campaign here. Use Tables 1a, 1b and 2 in the Planner (pages 6, 7 & 8) as a starting point from which to select/adapt objectives.

Campaign Objectives
1.
2.
3.

## Step 3: Define Channels and Vehicles for Communication

3. Record, for each of your audiences, the most appropriate channels and vehicles for your messages. Be as specific as you can (e.g., don't just indicate "radio" - record the specific station you plan to use). Use Tables 3 and 4 in the Planner (pages 10-12) as a starting point.

Audience	Best Channels	Best Vehicles	Anticipated Reach (high, medium, low)

## Step 4: Identify Effective

4a. Record, for each of your audiences, the theme you have selected. Consider the information provided under Step 4 in the Planner (pages 13-19). Then record, for each target audience, the tone and type of appeal most appropriate for your campaign messages. Use Table 4 in the Planner (pages 11-12) to help you decide Audience Theme, Tone, and Type of Appeal.

Audience	Theme	Tone	Type of Appeal

4b. Now, select the message or messages you will use, that fit this profile.

Audience	Message Title	Format (video, audio, poster, pamphlet, etc.)

## Step 5: Implement the Campaign

5a. Define the precise delivery channels for your messages, the intensity of delivery (number of times to be aired or published using paid spots, unpaid PSA spots), and time of year your campaign will run.

Messages Selected	Delivery Channel (specify exact media outlet)	Number of Spots Purchased	Number of PSA Spots Negotiated	Campaign Dates

5b. Chart the tasks required to complete all of the necessary work to implement your campaign. Also indicate who is responsible for each task and when it will take place.

Activity	Responsible Person	Weeks of Project											
		1	2	3	4	5	6	7	8	9	10	11	12
1.													
2.													
3.													
4.													
5.													
6.													
7.													
8.													
9.													
10.													
11.													
12.													

## Step 6: Evaluate the Campaign

6. For each objective you have set for your campaign, record indicators of success and methods you will use to measure these indicators.

Objective	Indicators of Success	Methods to Measure

The FOCUS Resource Centre will provide you with forms and recommended procedures to track media coverage and reach. Contact them if you would like additional assistance in developing an evaluation plan.