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STEP ONE: EVALUATE YOUR TARGET MARKET

Age Range

Ethnic Background

Marital Status

Other Characteristics

What are the top 3 channels should you be using to target them, based on what you listed above and what you've learned about the different channels?

1:

2:

3:

STEP TWO: ASSESS YOUR CURRENT EFFORTS

Channel	How often do you use it to communicate?	How effective do you feel it's been in getting people to engage (come to events, etc.)?

Based on what you've used before and found effective, are there any channels you should add to your list from Step 1?

STEP THREE: WHAT NEXT?

What are three things you've learned that you are going to apply to your neighborhood communication efforts?

1.

2.

3.

How are you going to apply those things? What do you need to get started?

