**Communications Strategy Worksheet for Elevate Youth Grantees**

 PLEASE MAKE A COPY BEFORE YOU FILL OUT THIS WORKSHEET

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| **Goals***(Specific, measurable goals for the next 12-24 months; what are you trying to achieve)* | **Outcomes***{If helpful, include specific, timeline milestones that help you make progress towards the goal/s)* | **Key Audiences**(Who do you need to achieve your goal? *Max of 3 per goal)* | **Call to Action** *(for each audience- what do you need them to do? By when?)* | **Audience mindset and targeting notes***(What should you keep in mind about the people you need in order to meet their needs?)* | **Tactics** |
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