**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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