

## Developing an Action Plan for Marketing and Community Relations

*This worksheet was created by The Denver Foundation's Inclusiveness Project ([www.nonprofitinclusiveness.org](http://www.nonprofitinclusiveness.org)) to support organizations doing inclusiveness work.*

*Users are encouraged to customize the worksheet to meet the needs of their respective organizations*

**Instructions:** Complete the table based on your organization's goals.

Goals	Audiences	Strategies	Objectives	Feedback
<b>Example:</b> Expand event attendance from members of the Latino community	Members of the Latino community who connect with the mission of our organization	<ul style="list-style-type: none"> <li>• Advertise in community newspapers</li> <li>• Design bilingual invitations</li> <li>• Create a leadership group of members of the community</li> </ul>	Ten percent increase in Latino attendance by end of next year	<ul style="list-style-type: none"> <li>• Tracking of inquiries by ticket sales staff</li> <li>• Twenty random phone calls from members asking about reasons for event attendance and response to event</li> </ul>

Goals	Audiences	Strategies	Objectives	Feedback



**Name of Organization** \_\_\_\_\_

**Date Exercise Completed** \_\_\_\_\_