

# Setting Your Project Promotion Goal, Priority Audience, and Objectives



This worksheet will help you determine your goal, priority audience, and objectives for promoting your Title X project. These decisions will guide your promotion planning and help you evaluate the success of your promotion activities.

**Instructions:** Follow the steps below. After completing this worksheet, copy/paste the contents into the Implementation Plan tab of your *Project Promotion Plan*. If you prefer, skip filling out this worksheet and enter your responses directly into the plan.

## 1: Identify your goal.

A goal is a broad statement about the outcome you want to achieve and the group of people among whom you want to see this outcome.

Enter the goal for your project promotion activities below. To stay focused, choose just one goal and use only one action verb in your goal statement. Do your best to identify a goal that you will stick with (but if your goal evolves, that's okay too).

*Example: Increase uptake of family planning services among teens.*

## 2: Determine the specific priority audience you want to reach.

While it may be tempting to promote your services to everyone in your community, your project promotion activities will be most effective if they are geared toward a specific group of people, also known as a priority audience. Priority audiences may be current or potential clients, or they may be others who influence their beliefs, such as parents, partners, teachers, or health care providers.

When determining your priority audience, think about groups of people in your community who would benefit most from family planning services but may be unaware of them. For example, you may want to increase uptake of family planning services among all teens. Upon further reflection, you determine that teens ages 14–19 who identify as female and Latinx and who live close to your clinic are underutilizing your services but would benefit greatly from them. You decide to make them your priority audience.

Enter the priority audience for your project promotion activities below. **If you have more than one priority audience for your promotion activities, complete this worksheet and all steps in this toolkit for each one.**

*Example: Sexually active teens ages 14–19 who identify as female and Latinx and who live in our county.*

### 3: Brainstorm your objectives.

An objective is a statement that describes how you will achieve your goal. You usually need several objectives to address a single goal. Think of your objectives as the milestones you will reach on the way to achieving your goal.

For objectives that drive results, make sure they follow the SMARTIE framework:

- **Specific** (include the who, what, and where)
- **Measurable** (define how much change is expected)
- **Achievable** (realistic given program resources, constraints, and parameters)
- **Relevant** (relate directly to the goal)
- **Time-bound** (state when the objective will be achieved)
- **Inclusive** (bring traditionally marginalized people—particularly those most impacted—into processes, activities, and decision making)
- **Equitable** (seek to address systemic injustice, inequity, or oppression)

Here is an example:

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| <b>Goal</b><br><i>Increase uptake of family planning services among teens.</i>   |
| <b>Priority audience</b><br><i>Sexually active teens ages 14–19 who identify as female and Latinx and who live in our county.</i>  |
| <b>Objectives</b><br><ol style="list-style-type: none"><li>1. <i>Generate 500 visits to our website in the next four months.</i></li><li>2. <i>Generate 200 female teen visits for STI testing in the next six months.</i></li></ol> |

Enter the objectives for your project promotion activities below. There is also space to re-enter your goal and priority audience, if you wish; it can be helpful to look at these as you generate your objectives. As with your goal, use only one action verb for each objective. If you aren't sure about your objectives, you can revise them later.

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| <b>Goal</b>  |
| <b>Priority audience</b>   |
| <b>Objectives</b><br><ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li><li>4.</li><li>5.</li><li>6.</li></ol> |