## Appendix – Developing an Advertising Plan

| Communication Objectives and Goals | What is your message?  
| | What behavior change do you seek to see as a result of your advertising? |
| Target Audience | Who is your audience?  
| | What are the unique specifics of your audience?  
| | ▪ Age  
| | ▪ Gender  
| | ▪ Occupation  
| | ▪ Location  
| | ▪ Interests |
| Identifying the Media Medium for Advertisement | What social media is common in your community? (Facebook, Twitter, Snapchat, Instagram)  
| | What other types of advertisement work well in your community?  
| | What traditional media might be interested? (TV, Radio, Newspaper)  
| | Write a press release if you want to contact an official media like newspapers, radio or TV |
| Pre-Event “Teaser” Communications | What kind of attention-getting messages would appeal to your audience?  
| | What outcome do you want from the teaser media? (Volunteers, donations, ideas) |
| Timing | How long before your you want to start communicating?  
| | If you are involving others, how much advance notice do they need?  
| | How often do you want your messages published?  
| | Write a plan of what dates you plan to communicate your different messages |