



SUNSHINE MEDALLION Standard of Excellence

Purpose:

1. What is the goal? Goals are the overall outcomes of a program/project. Goals state what the coordinated effort is intended to accomplish and by when it will be accomplished? How was the need for the program/project determined?
2. What is your objective? Objectives represent specific knowledge, opinion, and behavioral outcomes to be achieved from the targeted audience. What some call "key results" or what must be achieved with each audience to accomplish the goal?
3. Strategy: What is the overall concept, approach, or general plan for the program/project to achieve the goal?
4. Tactics: What were actual events, media, and methods used to implement the strategy?

Target Audience:

Four questions to ask when listing audiences or publics:

1. Who needs to know or understand?
2. Who needs to be involved?
3. Whose advice or support do we need?
4. Who will be affected?

The key to defining publics is to identify how people are involved and affected in the situation for which the program/project is being developed. Planners can develop specific and responsive program objectives and strategies if they know what different people know about an issue or situation, how they feel about it, and what they do that is either contributing to it or reacting to it.

Effectiveness/Results:

Tie back to objectives (did we achieve them?) Evaluate on three levels:

1. Preparation (background messages), implementation (numbers – clips, distribution, etc.), impact/behavioral (long-term, donate blood, stop protesting; build it in to research).
2. How will the results of the evaluations be reported to program managers and used to make program changes?
Or, what worked, what didn't, and how might it be improved in the future.

Budget:

1. What were the expenses internally/externally?
2. What were the staffing time/responsibilities expenditures?

TIP: One of the best ways to persuade others is to listen to them! If you wish to persuade people, YOU MUST cite evidence that coincides with their own beliefs.

1. Facts.
2. Emotions. People do respond to emotions – love, peace, family, patriotism.
3. Personalizing. People respond to personal experience.
4. Appealing to “you.” One word that people never tire of hearing is “you”. What is in this for me? One secret of persuading is to constantly think in terms of the audience and constantly refer to “you.”