Name of your organization, group, or project

Your big goal
When your work here is done in 20-30 years, what will have been achieved? What is your project's vision for change? *(For example, young adults in this state will understand and access preventive health care services.)*

Your SMART communications objective
This is **S**pecific, **M**easureable, **A**ttainable, **R**ealistic, and **T**ime-bound. (*Hint: "raise awareness about the good stuff we're doing" is noble but not SMART. "Increase awareness among seniors in 10 metro-area high school health classes of the topics they can expect to discuss and take ownership over with their health care provider during their next annual well visit"* is SMART. Start with 1-3 SMART communications objectives.)

The decision-maker
This is the person or group who has the power to give you what you want. *(In the above example, this could be the school district's superintendent.)*

Internal context
These are the existing relationships, materials, and people who can help or harm your efforts to influence your decision-maker.

External context
What is the state of the public debate on your issue? Which organizations are working for or against you?

Your audience
This is the person or people who can influence your decision-maker. *(Hint: "the general public" is never a strategic choice of audience. In this example, your audience may be health teachers or site leadership.)*

Your audience's core concerns
What, if anything, do they already believe about your issue or goal? Why should they care? What do they value? Fear? What are the barriers to your audience hearing what you have to say or doing what you want them to do?

Your frame
Frameworks Institute has done the social science research on what language works. *You want to name the problem in a way that concerns your audience ("Our state needs a strong, healthy workforce") and surface your project as a desirable solution ("This information helps young people to take responsibility for their own health and healthcare.")*

The call to action
Ask your audience to do something tangible! *("Ms. Principal, will you and your health education staff meet with me to discuss potential need for this topic in health classes and a possible partnership?")*