

## Goals/Measurable Objectives Chart

Objective	Target Audience	Measureable Objective(s) (supported by this tactic)	Tactic/Tool/Event	Timing (Key dates/deadlines)	Lead person or team	Budget info	Tactic Tracking/Evaluation
Objective 1	Audience 1	Goal	Tactic 1	Date 1	Team	Budget	Tracking
Example: Increase church visibility.	Example: Young families in our community	Example: To increase by 30% our church's visibility (awareness) with young families in our community throughout the next 12 months.	Tactic 1: host a booth at the  Tactic 2: Set up mothers' morning out  Tactic 3: Provide after school tutoring program  Tactic 4: Have UMYF members invite a friend to a pool party	Example:  Festival is in Oct.  Set up by Labor Day  Setup By Aug. 15 <sup>th</sup>  Event date July 15 <sup>th</sup>	Example:  Joe Smith,  Elaine Wojciekowski  Dick Harrison  Melissa Honors	Example:  \$1,500:  \$ 2,400  \$0  \$100	Example:  Track the # of booth visitors  # of families served  # of students helped  # of guests at the party and the # of new enrollees for UMYF