

The Marketing Plan Master Planning Chart

Objective	Target Audience	Measurable Objective(s)	Tactic/Tool/Event	Timing (Key dates/	Lead person or team	Budget info	Tactic Tracking/Evaluation
Objective 2	Audience 1	Goal	Tactics	Dates	Team	Budget	Tracking
Example: Increase teen participation	Example: Teenagers	Example: Increase the number of teenager participation in various activities by 25%	Example: Tactic 1: Launch an internet café lounge Tactic 2: Sponsor teen basketball team Tactic 3: Establish a teen Facebook group Tactic 4: Organize a teen mission trip Tactic 5: Organize evening music coffee house	Example: By the end of Nov. Start in Dec. After completion of 1 st teen oriented event Within 3-4 months Oct.2010	Example: Chuck Niedringhaus Jackie Vaughan Jackie Vaughan Sherri Thiel Larry Hollon	Example: \$500 \$200 \$0 \$1500 (will require fund raising efforts) \$400	Example: # of users # of teens involved # of members #of teens participated, #of people impacted by mission and # of people donated # of attendees