

DPC Subcommittee Strategic Planning Sheet:

(Adapted from [http://www.rasmuson.org/ attachments/SCptemplate_Oct_06_3-07.pdf](http://www.rasmuson.org/attachments/SCptemplate_Oct_06_3-07.pdf) and The Spin Project <http://spinacademy.org/wp-content/uploads/2012/04/SPIN-Works.pdf>)

Initiative (e.g. Allocation of Bus Pass Costs to City Departments):

Frame the Issue

What is this issue really about? Who is affected?

What are the elements of your message?

Problem: What is the problem you are working on to address?

Solution: How can the issue be solved? Make sure to include DPC's values/mission.

Action: What do you need to do to get

Spokespeople

Who are the best messengers to reach your target audience?

Communications Channels and Outlets

How will you reach your target audience?

Pitch

What will you pitch to the above audiences?

Deliverables

What deliverables do you need to communicate with your audience?

Evaluation

How will you evaluate your efforts?