Name: _____

Orgaization: _____

Date: _____

IMPLEMENTATION PLANNING WORKSHEET

Desired outcome	SMART objective(s)	Persona	Channel(s)	Top of funnel	KPIs	Middle of funnel	KPIs	Bottom of funnel	KPIs
Recruit more volunteers for organizational programs.	Recruit an additional 20 volunteers over the next 4 months for porgram X.	Michelle, 38, female, mother, suburban Calgary, professional, etc.	Facebook	Blog post telling story about volunteer experience.	250 viewers/readers	Watch short video about volunteering on website.	115 views	Register to attend volunteer open house.	35 registrations