

Appendix – Developing an Advertising Plan

Communication Objectives and Goals	<ul style="list-style-type: none"> • What is your message? • What behavior change do you seek to see as a result of your advertising? 	
Target Audience	<ul style="list-style-type: none"> • Who is your audience? • What are the unique specifics of your audience? <ul style="list-style-type: none"> ▪ Age ▪ Gender ▪ Occupation ▪ Location ▪ Interests 	
Identifying the Media Medium for Advertisement	<ul style="list-style-type: none"> • What social media is common in your community? (Facebook, Twitter, Snapchat, Instagram) • What other types of advertisement work well in your community? • What traditional media might be interested? (TV, Radio, Newspaper) 	Write a press release if you want to contact an official media like newspapers, radio or TV
Pre-Event “Teaser” Communications	<ul style="list-style-type: none"> • What kind of attention-getting messages would appeal to your audience? • What outcome do you want from the teaser media? (Volunteers, donations, ideas) 	
Timing	<ul style="list-style-type: none"> • How long before your event do you want to start communicating? • If you are involving others, how much advance notice do they need? • How often do you want your messages published? 	Write a plan of what dates you plan to communicate your different messages