



Action Planning Worksheet

Organization: _____

Date: _____

SMART GOAL:

<i>Strategy</i> (overall campaign) For example: social media or networking	<i>Tactics or Action Steps:</i> What will be done? How will it be accomplished?	<i>Relevance:</i> WHY is this step important? <i>If it isn't, let it go.</i>	<i>Responsibility:</i> Who is doing it?	<i>Time Frame:</i> When will it be done?	<i>Evaluation:</i> Did it work as planned? What worked? What didn't?