**XYZ Tribe’s/Organization’s**

**Social Marketing & Social Media Campaign**

**Development Plan**

***May 2017 – May 2018***

* 1. **What is your campaign’s primary goal?**
* Reduce underage drinking among American Indian and American Indian (AI/AN) youth.
* Reduce prescription drug abuse among young adults 12-25 years old.
* Improve cultural pride, self-esteem and resilience among AI/AN youth.
* Others:

**Does your campaign have any secondary goals?**

Consider other factors that are driving local prevalence.

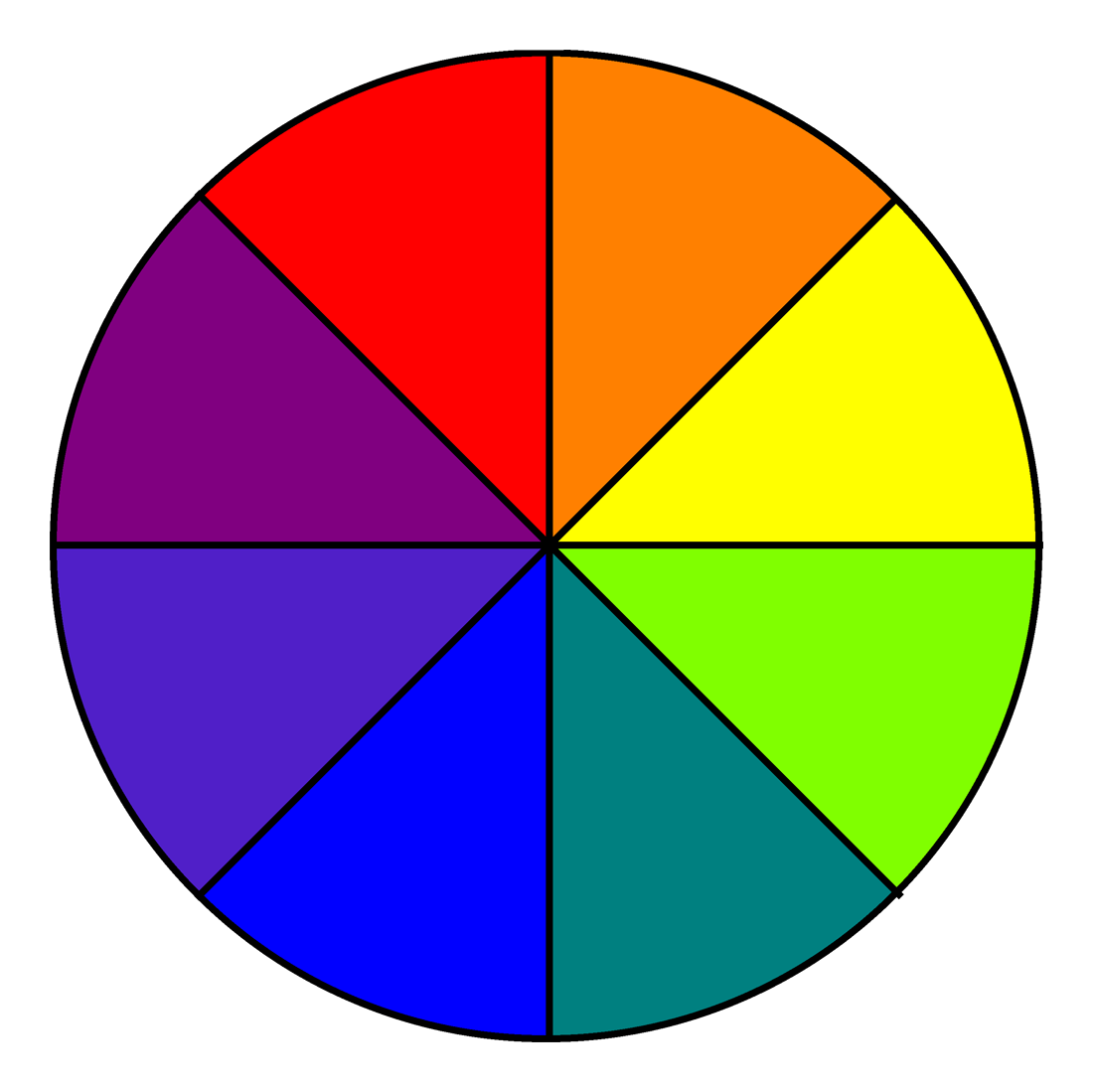
* Change social norms surrounding house parties.
* Change social norms surrounding purchasing/serving alcohol to minors.
* Change behaviors related to prescription drug storage and disposal.
* Others:
  1. **Please describe your campaign’s target audience (be specific!):**

Consider age, gender, location, behavior.

* 1. **What behaviors/actions will your campaign focus on?**

What barriers does your audience face when changing this behavior?

* 1. **Who contributes to the problem and/or has the power to intervene?**
  2. **Which community partners/stakeholders will be involved in the development of your campaign?** What are their roles? How will you include them? Can they contribute any resources (time, money, expertise) to the campaign?



**SCHOOLS**

**GATEKEEPERS**

**FAITH-BASED**

**ORGANIZATIONS**

**COMMUNITY**

**LEADERSHIP**

**LOCAL BUSINESS**

**NON-NATIVE**

**AGENCIES/**

**PROGRAMS**

**NATIVE AGENCIES/**

**PROGRAMS**

**HEALTH AGENCIES**

**I.H.S.**

* 1. **How will you involve the target audience in the development of your campaign?**
  2. **What steps will you take to make sure your campaign materials meet the needs, readiness level, priorities, and preferences of your target audience?** How will you identify appropriate media products and their placement?
  3. **What types of data will you collect to guide the development of your campaign (clinical data, surveys, focus groups, key informant interviews, discussions with stakeholders)?**
  4. **What is your campaign’s primary message/slogan?** (Culture is Prevention)
  5. **Which media products will you use to promote your campaign message (check all that apply):**
* Posters
* Fact sheets
* Brochures
* Fliers
* Tip cards
* Newspaper, newsletter articles
* Postcards or direct mailings
* Billboard
* Video public service announcements, YouTube
* Radio public service announcements
* Social media: Facebook, Tumblr, Blogs
* A text messaging service
* Community event(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  1. **Planning Timeline:**

| **Activities** | **Specific Steps** | **Who is responsible?** | **Timeline for Completion** | | | | | | | | | | | | | **Budget** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May |
| Media Training | |  | X |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Identify audience, goals, behaviors… | Consider who’s most at risk, barriers to behavior change… | | X | X | X |  |  |  |  |  |  |  |  |  |  |  |
| Develop and test messages, slogans, campaign tone, designs… | Involve target audience. Media designers? Surveys, interviews, focus groups, informal meetings? | |  |  | X | X | X | X |  |  |  |  |  |  |  |  |
| Produce materials… | Need Vendors? Designers? | |  |  |  |  |  | X | X | X |  |  |  |  |  |  |
| Product 1: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Product 2: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Product 3: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Product 4: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Place materials; evaluate campaign | Consider dissemination strategies (partners, timing, location, etc.) | |  |  |  |  |  |  |  | X | X | X | X | X | X |  |

* 1. **Budget:** (You may also include “In-Kind” contributions, if applicable)

|  |  |  |  |
| --- | --- | --- | --- |
| **CATEGORY** | **DESCRIPTION** | **AMOUNT** | **TOTALS** |
| **Personnel** | Director  Coordinator | $0,000  $0,000 | **Total in Bold** |
| **Benefits** | Full-time salaried @ 35%  Hourly and Part-time @20% | $0,000  $0,000 | **Total in Bold** |
| **Subcontracts,**  **Purchased Services** | Videographer  Print Designer  Photographer  T-shirt Vendor  Text Message Service  Billboard | $0,000  $0,000  $0,000  $0,000  $0,000  $0,000 | **Total in Bold** |
| **Equipment, Software** | Adobe InDesign  Photoshop  Color Printer | $0,000  $0,000  $0,000 | **Total in Bold** |
| **Supplies,**  **Communication** | Office Supplies (paper, pens, binders) Postage Meeting space rental | $0,000  $0,000  $0,000 | **Total in Bold** |
| **Travel, Transportation** | Staff mileage to Meeting(s)  Travel reimbursement for stakeholder feedback (bus pass, gas card, etc.) | $0,000  $0,000 | **Total in Bold** |
| **Incentives** | Stakeholder feedback (@ $20 per person) | $0,000 | **Total in Bold** |
| **INDIRECT Rate @ 15% TOTAL: $0,000** | | | |
| **TOTAL TOTAL: $10,000** | | | |