WHAT DOES SUCCESS LOOK LIKE?

Define success first, and work backward to determine the right audiences, strategies, tactics, and platforms.

- What is your ultimate goal?
- How will you measure? (e.g., impressions, letters signed, or number of positive media articles)
- Are goals aligned with your mission? Trauma-informed principles of story-telling?
- Resource/SWOT analysis: what do you need, and what resources do you already have to help achieve your objective?
WHO ARE YOUR AUDIENCES?

- Who are you trying to reach? (be as specific as possible)

- Where do these audiences “live” online and in the community? (e.g., older generations tend to spend more time on Facebook than Instagram. What local organizations do your targeted audiences already support, and are their partnership opportunities worth exploring?)

- Segment into current/potential supporters? (i.e., your content, messaging, and tactics need slight adjustment based on whether they’re current or potential supporters)

WHAT’S YOUR CALL TO ACTION?

- How do you want your targeted audiences to think, feel, or act?

WHO IS RESPONSIBLE FOR WHAT?

- What channels are most effective for reach and engagement? (e.g., earned media, your website/newsletter, or social media)

- No staff? What about local college interns, freelancers, firms interested in pro bono work?
  - Make your ask as specific as possible, be realistic, and explore ways you can reciprocate.

RELATED CTIPP RESOURCES:

- Advocacy series module on storytelling
  - bit.ly/advocacy7

- Guide to Trauma-Informed Meetings, Discussions & Conversations
  - bit.ly/ti-discussion

- Guide to Trauma-Informed Journalism
  - bit.ly/ti-journalism