

## AUDIENCE/PARTICIPANT PLANNING

1. Who is being recruited for this audience?

	#	%
TOTAL DESIRED NUMBER OF PARTICIPANTS		
<b>AGE</b>		
Children (0 -5)		
Youth (6 – 12)		
Adolescents (13 – 17)		
Young Adults (18 -26)		
Adults (27 – 55)		
Older Adults (56+)		
<b>GENDER</b>		
Females		
Males		
<b>AFFILIATION</b>		
Members		
Non-members		
First-Time Visitors/Participants		
Traditional Visitors		
Non-traditional Visitors		
<b>LOCATION</b>		
Local		
Outside		
<b>OTHER</b>		

2. How and when will you reach out to this audience?

	Strategy	Preparation	When to post	Locations
<input type="checkbox"/>	Flyers/Posters	TBD    READY		
<input type="checkbox"/>	Website	TBD    READY		
<input type="checkbox"/>	Newspaper	TBD    READY		
<input type="checkbox"/>	Radio	TBD    READY		
<input type="checkbox"/>	Special Mailing	TBD    READY		
<input type="checkbox"/>	Facebook	TBD    READY		
<input type="checkbox"/>	Twitter	TBD    READY		

3. What do you hope to accomplish?

OUTCOME	INDICATOR: How will you know?	TARGET: How much/how many?
Feel welcome		
Feel inspired to return		
Enjoyed/were satisfied with visit		
Learned specific content		
Were inspired to act in response to participation		