

# TOOL

# ACTION PLAN MATRIX

	YOUR ACTION STEP	YOUR ACTION STEP
<b>What is the action step?</b>		
<b>Who is your target audience?</b> Focus on key targets: Who controls time and dollars?		
<b>What do you know about your target audience?</b> List anything that will help as you approach them for support.		
<b>What does your target audience need to know or learn?</b> Everyone should hear the elevator speech. Then, what part of your case do you most need to make? What facts will compel them?		
<b>How will your target audience want to be informed or taught?</b> Using facts? Evidence? Examples? All three?		
<b>What approach will be most effective with your target audience?</b> Informal conversation? Formal private presentation? Formal group presentation, e.g. at PTA or school board meeting? Detailed email? Petition? Invitation to a concert or to observe a lesson?		
<b>What will your target audience be asked to do?</b> Be as specific as possible.		
<b>What will be the primary concern of your target audience?</b> Resource allocation? Accountability? Setting precedent? Make sure your FAQs address these concerns!		
<b>Who will contact your target audience?</b>		
<b>By when will contact be made?</b>		
<b>What tools from <i>Making the Case</i> will be most useful?</b>		