# Goals/Measurable Objectives Chart

| Objective | Target Audience | Measureable Objective(s) (supported by this tactic) | Tactic/Tool/ Event | Timing (Key dates/ deadlines) | Lead person or team | Budget info | Tactic Tracking/ Evaluation |
|---|---|---|---|---|---|---|---|
| Objective 1 | Audience 1 | Goal | Tactic 1 | Date 1 | Team | Budget | Tracking |
| Example: Increase church visibility. | Example: Young families in our community | Example: To increase by 30% our church's visibility (awareness) with young families in our community throughout the next 12 months. | Example: Tactic 1 host a booth at the Tactic 2: Set up mothers' morning out Tactic 3: Provide after school tutoring program Tactic 4: Have UMYF members invite a friend to a pool party | Example: Festival is in Oct. Set up by Labor Day Setup By Aug. 15th Event date July 15th | Example: Joe Smith, Elaine Wojciekowski Dick Harrison Melissa Honors | Example: $1,500: $ 2,400 $0 $100 | Example: Track the # of booth visitors # of families served # of students helped # of guests at the party and the # of new enrollees for UMYF |