Planning Template: Identifying Goals, Objectives, and Tactics for Your Speakers Bureau

# Goals

Goals are long-term achievements. What are you trying to achieve? Why are you doing this? How does this effort align with your current initiatives?

**Example goal:** “Develop a speakers bureau to include parents, youth, and professionals that will raise awareness of the need for more foster and adoptive parents.”

# Objectives

Objectives are a specific result that a person or system aims to achieve within a time frame and with available resources. You likely will have multiple objectives to meet your established goal.

**Example objectives:**

* “Identify 5­10 spokespeople to support our ongoing recruitment activities”
* “Identify which of our child welfare system's priority populations for recruitment we want to have our speakers bureau address (e.g., families for teens, families for siblings).”

# Tactics

Tactics are the specific actions or steps you undertake to accomplish your agreed upon objectives. You will need multiple tactics to achieve each of your objectives.

**Example tactics:**

* “Review current database of families to help identify spokespeople who can support our ongoing recruitment activities”
* “Review our current recruitment assessment tools to help determine primary populations of waiting children and youth.”

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| Goal 1: |

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| **How we will evaluate and measure success:** |

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| **Objective 1:** |
| **Tactic 1:** |

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| **Tactic 1:** |

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| **How we will evaluate and measure success:** |

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| **Objective 1:** |
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