



# Chapter PR Plan Worksheet

Activity/Project/Event: \_\_\_\_\_

PR Chair for Activity/Project/Event: \_\_\_\_\_

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## Identify Concerns

What is the message to get across regarding a specific activity, project, or event?

Who is the audience we will target with this message?

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## Set a Goal

What is the reason for the promotion?

Who benefits from this activity, project, or event?

What are the media outlets—where will the story be placed?

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## Form a Plan

How will we tell the story?

Which tools and techniques will we use?

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## Act

What exactly will happen?

Who will do it, and when?

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## Follow Up

What finishing touches will cap off the promotion?

How will we evaluate the results?

Who do we need to thank and/or recognize?