



Message, Audience, Purpose Worksheet

Use the sheet to outline the message(s), audience(s), and purpose(s) for each chapter public relations effort.

Related chapter activity, project or event: _____

Message	Audience	Purpose
	<i>Youth Audience(s):</i>	
	<i>Family Audience(s):</i>	
	<i>School Audience(s):</i>	
	<i>Community Audience(s):</i>	
	<i>Other Audience(s):</i>	



Message, Audience, Purpose Worksheet

Sample Completed

Related chapter activity, project or event: National FCCLA Week

Message	Audience	Purpose
FCCLA members have fun while becoming leaders in families, careers, and communities.	<i>Youth Audience(s):</i> Nonmembers	Encourage membership
Parents/guardians are important to members and the chapter.	<i>Family Audience(s):</i> Parents/guardians	Increase involvement with chapter and support for members
Thank you for encouraging FCCLA members as they learn and grow.	<i>School Audience(s):</i> Administrators & counselors School board	Increase support Express appreciation
The FCCLA chapter benefits our community through projects that address local concerns.	<i>Community Audience(s):</i> Elected officials General public	Increase support Raise awareness
Together, we improve the community while building links between our organizations.	<i>Other Audience(s):</i> Community service partner organizations	Increase involvement Gain financial support