**Awareness Strategy Sub-Group**

**Priorities for developing a Social Enterprise Awareness Policy**

This form’s purpose is to explore the Awareness Strategy Sub-Group’s individual priorities for the formulation of a social enterprise awareness strategy.

**Part 1** of the form identifies your priorities for targeting groups such as Government Departments, Business Federations etc.

**Part 2** invites you to drill down into each of your chosen target groups and to add some detail under a number of headings.

Try to be as brief as possible in your answers, and try to limit your responses to the top 3 goals. If you feel it is necessary you may add more goals.

**PART 1**

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| --- |
| **Target groups for awareness strategy**  |
| Who do you want to see targeted by our overall awareness strategy, in the order you think they should be prioritised |
| Target Group 1 |  |
| Target Group 2 |  |
| Target Group 3 |  |
| Target Group 4 |  |

(You don’t have to fill in every line above, and you may add more target groups if you need to)

**PART 2**

For each target group identified in part 1 please complete the following tables.

|  |
| --- |
| **Target Group 1** |
| **Goals** : (what changes would you like to see in this target group) |
| 1 |  |
| 2 |  |
| 3 |  |
| **Actions**: (briefly, what actions do you suggest should be part of the **overall strategy** to further each goal) |
| 1 |  |
| 2 |  |
| 3 |  |
| **Timeframes**: (Bearing in mind the cost in terms of time and money, for each goal is this a low, medium or high priority) |
| 1 |  |
| 2 |  |
| 3 |  |
| **Channels** (briefly, what communications method would you suggest for each goal e.g email shot to stakeholders, key social enterprises to meet with their TDs, Radio ad, Press release etc. |
| 1 |  |
| 2 |  |
| 3 |  |
| **Key Performance Indicators**: (If possible, briefly include how you think performance for each goal could be measured) |
| 1 |  |
| 2 |  |
| 3 |  |

|  |
| --- |
| **Target Group 2** |
| **Goals** : (what changes would you like to see in this target group) |
| 1 |  |
| 2 |  |
| 3 |  |
| **Actions**: (briefly, what actions do you suggest should be part of the **overall strategy** to further each goal) |
| 1 |  |
| 2 |  |
| 3 |  |
| **Timeframes**: (Bearing in mind the cost in terms of time and money, for each goal is this a low, medium or high priority) |
| 1 |  |
| 2 |  |
| 3 |  |
| **Channels** (briefly, what communications method would you suggest for each goal e.g email shot to stakeholders, key social enterprises to meet with their TDs, Radio ad, Press release etc. |
| 1 |  |
| 2 |  |
| 3 |  |
| **Key Performance Indicators**: (If possible, briefly include how you think performance for each goal could be measured) |
| 1 |  |
| 2 |  |
| 3 |  |

|  |
| --- |
| **Target Group 3** |
| **Goals** : (what changes would you like to see in this target group) |
| 1 |  |
| 2 |  |
| 3 |  |
| **Actions**: (briefly, what actions do you suggest should be part of the **overall strategy** to further each goal) |
| 1 |  |
| 2 |  |
| 3 |  |
| **Timeframes**: (Bearing in mind the cost in terms of time and money, for each goal is this a low, medium or high priority) |
| 1 |  |
| 2 |  |
| 3 |  |
| **Channels** (briefly, what communications method would you suggest for each goal e.g email shot to stakeholders, key social enterprises to meet with their TDs, Radio ad, Press release etc. |
| 1 |  |
| 2 |  |
| 3 |  |
| **Key Performance Indicators**: (If possible, briefly include how you think performance for each goal could be measured) |
| 1 |  |
| 2 |  |
| 3 |  |

|  |
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| **Target Group 4** |
| **Goals** : (what changes would you like to see in this target group) |
| 1 |  |
| 2 |  |
| 3 |  |
| **Actions**: (briefly, what actions do you suggest should be part of the **overall strategy** to further each goal) |
| 1 |  |
| 2 |  |
| 3 |  |
| **Timeframes**: (Bearing in mind the cost in terms of time and money, for each goal is this a low, medium or high priority) |
| 1 |  |
| 2 |  |
| 3 |  |
| **Channels** (briefly, what communications method would you suggest for each goal e.g email shot to stakeholders, key social enterprises to meet with their TDs, Radio ad, Press release etc. |
| 1 |  |
| 2 |  |
| 3 |  |
| **Key Performance Indicators**: (If possible, briefly include how you think performance for each goal could be measured) |
| 1 |  |
| 2 |  |
| 3 |  |