

|  |  |  |  |
| --- | --- | --- | --- |
| **FeverBee**  **Community Strategy Template** | | | |
| **Community Goal(s)**  Agreed and understood by all stakeholders | | **Measurement**  Key metrics of success | |
| 1. | | 1. | |
| 2. | | 2  . | |
| 3. | | 3  . | |
| **COMMUNITY GOAL 1**  [ENTER THE GOAL HERE] | | | |
| **Strategic Objectives**  List by priority - linked to what you need people to do | | **Target Audience**  Identify your target audience for each objective | |
| 1. | | 1. | |
| 2. | | 2. | |
| 3. | | 3. | |
| **MEASUREMENTS** | | | |
| **STRATEGIC OBJECTIVE 1**  [ENTER THE OBJECTIVE HERE] | | | |
| **Strategy**  (short paragraph to describe your strategy) |  | | |
| **Tactics**  List by reach \* depth \* longevity | | **Resources**  Detail resources required for each tactic | **Time Frame** |
| **1.** | |  |  |
| **2.** | |  |  |
| **3.** | |  |  |
| **4.** | |  |  |
| **5.** | |  |  |
| **STRATEGIC OBJECTIVE 2**  [ENTER THE OBJECTIVE HERE] | | | |
| **Strategy**  (short paragraph to describe your strategy) |  | | |
| **Tactics**  List by reach \* depth \* longevity | | **Resources**  Detail resources required for each tactic | **Time Frame** |
| **1.** | |  |  |
| **2.** | |  |  |
| **3.** | |  |  |
| **4.** | |  |  |
| **5.** | |  |  |
| **STRATEGIC OBJECTIVE 3**  [ENTER THE OBJECTIVE HERE] | | | |
| **Strategy**  (short paragraph to describe your strategy) |  | | |
| **Tactics**  List by reach \* depth \* longevity | | **Resources**  Detail resources required for each tactic | **Time Frame** |
| **1.** | |  |  |
| **2.** | |  |  |
| **3.** | |  |  |
| **4.** | |  |  |
| **5.** | |  |  |
| **STRATEGIC OBJECTIVE 4**  [ENTER THE GOAL HERE] | | | |
| **Strategy**  (short paragraph to describe your strategy) |  | | |
| **Tactics**  List by reach \* depth \* longevity | | **Resources**  Detail resources required for each tactic | **Time Frame** |
| **1.** | |  |  |
| **2.** | |  |  |
| **3.** | |  |  |
| **4.** | |  |  |
| **5.** | |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **STRATEGIC OBJECTIVE 5**  [ENTER THE OBJECTIVE HERE] | | | |
| **Strategy**  (short paragraph to describe your strategy) |  | | |
| **Tactics**  List by reach \* depth \* longevity | | **Resources**  Detail resources required for each tactic | **Time Frame** |
| **1.** | |  |  |
| **2.** | |  |  |
| **3.** | |  |  |
| **4.** | |  |  |
| **5.** | |  |  |

**Closing Skill, Knowledge, and Resource Gaps**

|  |  |  |  |
| --- | --- | --- | --- |
| **Team Member**  (list team members) | **Gaps to close**  (Identity gaps to close) | | **Action(s) to close gaps**  List how you will close gaps (e.g. training) |
|  | **Skill** |  |  |
| **Knowledge** |  |  |
| **Resource** |  |  |
|  | **Skill** |  |  |
| **Knowledge** |  |  |
| **Resource** |  |  |
|  | **Skill** |  |  |
| **Knowledge** |  |  |
| **Resource** |  |  |

**Improving Execution of Tactics**

|  |  |  |
| --- | --- | --- |
| **Tactics** | **Evaluation**  (How well did it succeed and why) | **Improvement**  (Tweak, stop, repeat, or increase support) |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |
| 6. |  |  |
| 7. |  |  |
| 8. |  |  |

**Strategy**

|  |  |  |
| --- | --- | --- |
| **Strategy** | **Evaluation And Analysis**  (How well did it succeed and why) | **Improvement**  (Tweak, stop, repeat, or increase support) |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

**Objectives**

|  |  |  |
| --- | --- | --- |
| **Objectives** | **Evaluation**  (How well did it succeed and why) | **Improvement**  (Tweak, stop, repeat, or increase support) |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

**Goals**

|  |  |  |
| --- | --- | --- |
| **Goals** | **Evaluation**  (How well did it succeed and why) | **Improvement**  (Tweak, stop, repeat, or increase support) |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |