

# Conduct a SWOT analysis

(Find all of today's information at <http://mainecla.org/may-28-2014/>

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**STRENGTHS:**

**WEAKNESSES:**

**OPPORTUNITIES:**

**THREATS:**

<b>PRIORITY</b> 1 = HIGH 2 = MEDIUM 3 = LOW	<b>STAKEHOLDER GROUP</b>	<b>STAKE/PERSPECTIVE</b>
	<b>INTERNAL</b>	
	<b>EXTERNAL</b>	

# Draft your goal(s)

Stakeholder \_\_\_\_\_ will \_\_\_\_\_ by \_\_\_\_\_ as measured by \_\_\_\_\_.

1.

2.

3.

# Developing Message Frames

Theme, appeal, overarching message	
Sub-message or reason to believe	
Sub-message or reason(s) to believe	

# SAMPLE ACTION PLAN TEMPLATE

Tasks & Tactics	Who	By When	Cost or Resource	Status