

## **Sample Format – Goals and Objectives Assignment**

*Note – Goals and Objectives will follow a different format in the final planning document.*

### **Goal 1 -- To position the organization as a leader within the region**

Objective 1 – To increase public awareness of the organization

Objective 2 – To enhance our relationships with the organization’s key constituencies

Objective 3 – To encourage employee ambassadorship

### **Goal 2 -- To position the organization as a socially responsible member of the community**

Objective 1 - To engage in public/private partnerships consistent with our mission

Objective 2 – To encourage employee volunteerism

Objective 3 – To publicize organization outreach/philanthropy

### **Goal 3 – To increase sales**

Objective 1 – To build loyalty among our current customers

Objective 2 – To attract new customers

Objective – To aggressively pursue paid and unpaid media

**(Repeat format as shown)**