

COMMUNICATIONS COMPASS[©]

MILESTONES

Numbers _____

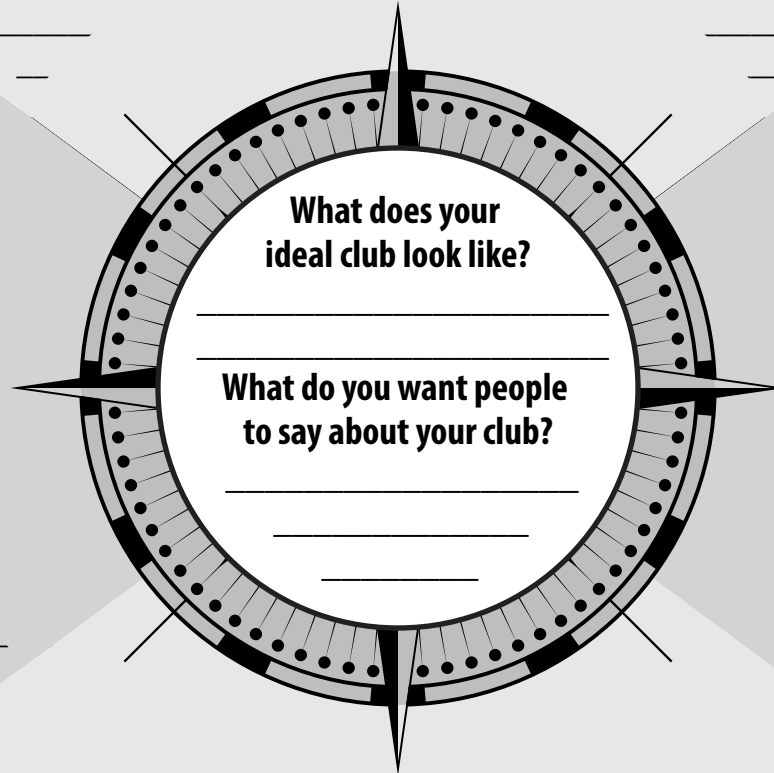
Experiences _____

Accomplishments _____

OBSTACLES _____

TOOL KIT _____

N



What does your ideal club look like?

What do you want people to say about your club?

W

E

S

ACTIVITIES

Key dates _____

Key events _____

Other _____

WHO is your audience

Age range _____

Potential number _____

Male/female _____

Majors _____

Interests/Needs _____

Location _____

HOW will you connect with them?

MESSAGES

