

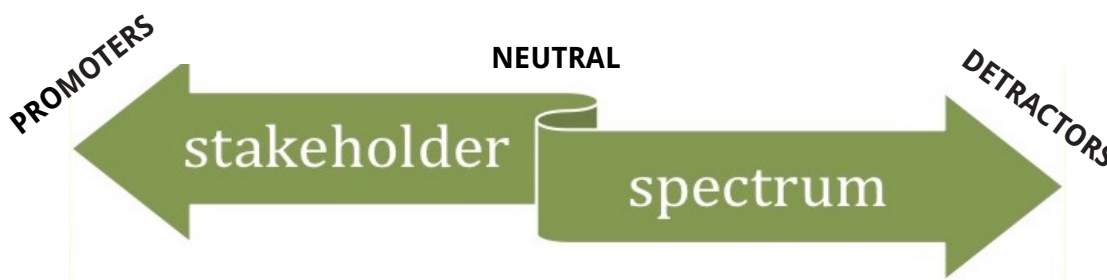


Metrics Selection & Communications Planning Worksheets

By completing this packet, you'll create a brief communications strategy for your market, targeting 4 main types of stakeholders, and data collection plan for the season. It's recommended that you read Farmers Market Metrics Training Units One through Three before completing the worksheets. (farmersmarketcoalition.org/metrics)

Step 1: Stakeholder Spectrum

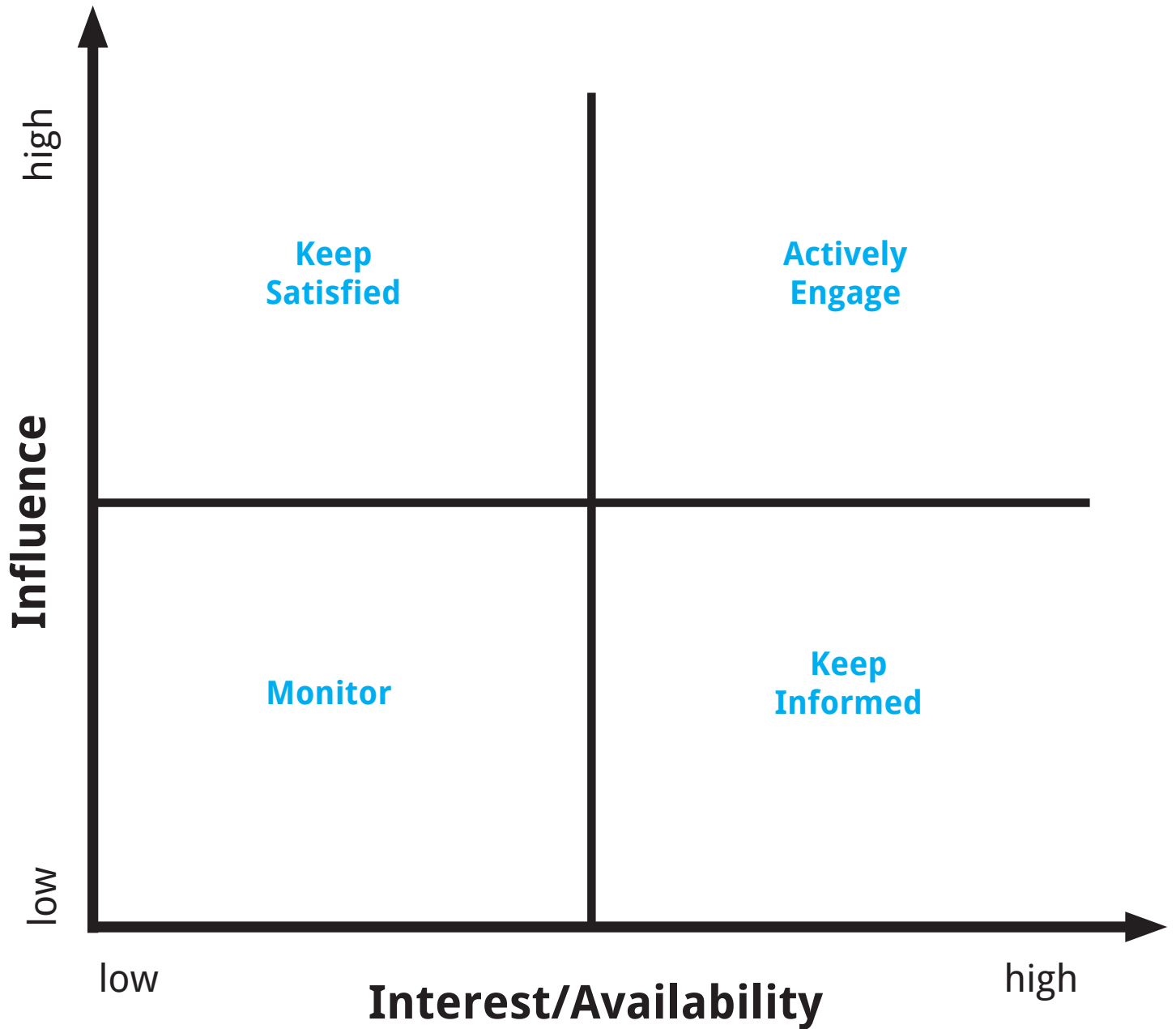
List any groups, individuals or stakeholders with whom your market interacts. These stakeholders may be supportive of the market, detractors of the market, or somewhere on the spectrum in between. List promoters at the top, detractors at the bottom, and any neutral, slightly skeptical stakeholders. Stakeholders may include neighbors of the market, vendors, nearby businesses, facebook followers, church congregations, public officials, local schools, hospitals, community groups, etc.



A series of horizontal dotted lines for writing.

Step 2: Audience Map

Select four of the audiences who fall in the 'Actively Engage' sector of the stakeholder map to the right. Write the audiences in the grey boxes on the following page.



Step 3: Metrics Plan

Circle the type of capital that will be of most interest to each target audience, and list the most relevant metrics for each. Add channels and frequencies for each. This is your Metrics Communications Plan.

ACTIVELY ENGAGE
Target Audience 1:



METRICS

ACTIVELY ENGAGE
Target Audience 2:



METRICS

ACTIVELY ENGAGE
Target Audience 3:



METRICS

KEEP INFORMED
Target Audience 4:



METRICS
