

# Setting clear objectives

What is our reason for engaging audiences on the biosphere reserve?

What do we want people to think, feel and do?

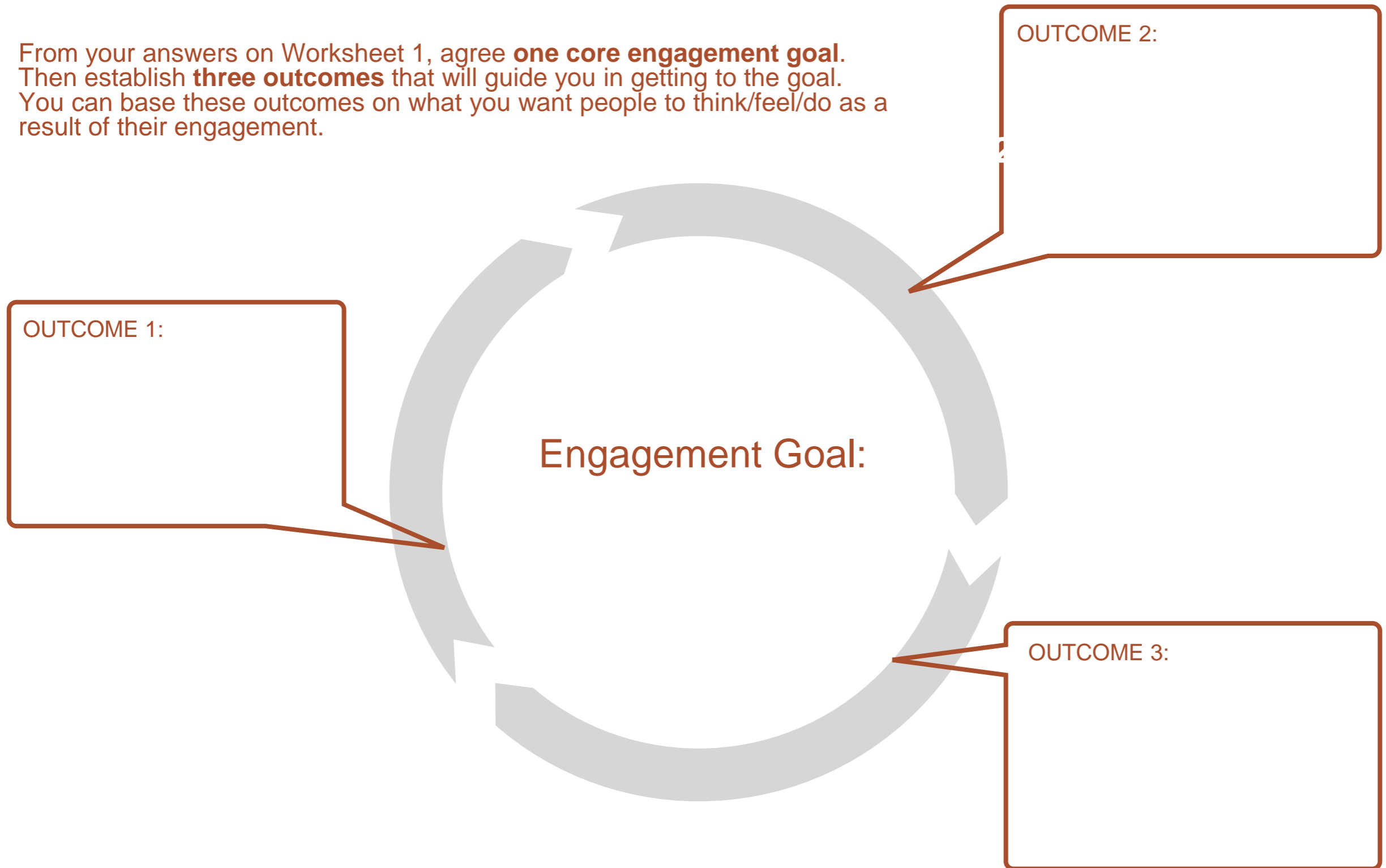
Think:

Feel:

Do:

# Setting clear objectives

From your answers on Worksheet 1, agree **one core engagement goal**. Then establish **three outcomes** that will guide you in getting to the goal. You can base these outcomes on what you want people to think/feel/do as a result of their engagement.



# Target audience

Engagement goal:

Who is the main audience to engage?

What do they care about most?

What is stopping them from engaging with the biosphere reserve

What stories would inspire them?

**GROUP:**

# Create messaging

Think about who your audience respects most - who would they listen to?  
And what would be the most powerful messaging to inspire the audience?

**Who is the best messenger to reach your audience?**

**What are your three most powerful messages?**

1:

2:

3:

**GROUP:**

# Choose activities

Use the biosphere reserve values to help brainstorm engagement activities. Write down as many ideas as you can in the boxes. Then pick the best three.

## Champion life

What activity could we use that would celebrate people and biosphere reserve?

## Empower people

What activity could we use that would get people participating in creating solutions in the biosphere reserve?

## Model solutions

What activity could we use that would show how the biosphere reserve works?

## Belong together

What activity could we use that would show people that they were part of something bigger or connect them to others?

## Choose the three best activities:

1:

2:

3:

GROUP:

# Make a plan

Review what you have on the previous worksheets, and copy over the content into one plan. Then make some decisions on how you will measure success!

<b>To achieve our engagement goal of:</b>	
<b>We'll engage: (Target audience)</b>	
<b>By saying: (Core messaging)</b>	
<b>Through these activities: (Choose activities)</b>	
<b>To a measured outcome of:</b>	<p>What would you measure to see how people were feeling about the biosphere reserve?</p> <p>What would you measure to ensure that you were meeting your engagement goal?</p>

**GROUP:**