



GOALS, STRATEGIES AND TACTICS

EXAMPLE OF GOALS STRATEGIES AND TACTICS

Imagine your goal is to increase your membership at Playcentre. Analysing your data you decided on three possible strategies to help you achieve your goal. The three strategies include:

CHANGE OUR STORY	GET NOTICED	SPAN BOUNDARIES
<ul style="list-style-type: none">Develop clear messages to share consistently in the wider community.Provide high quality sessions.Share written positive stories in newsletters and local papers.Provide positive social experiences for centre whānau.Centre whānau share positive stories at local events.	<ul style="list-style-type: none">Get branded signage and flag.Do leaflet drops.Posters in the local dairy, supermarket, library and surgery.Create a Facebook page and a www.neighbourly.co.nz profile.Stall at the local church fair.Open days during Playcentre Awareness Week and Kidsfest.Host regular messy play workshops for local families.Add flyers to welcome to the neighbourhood packs.	<ul style="list-style-type: none">Build relationship with the school and participate in the education cluster.Meet with Plunket nurse, PAFT and local church.Offer Playcentre as a venue for the Plunket PEPE group.Host termly Welcome to the Neighbourhood playdates.Work together with neighbourhood centres to raise the profile of Playcentre.