

Common Grant Components and Social Marketing Components: Comparison Table

Common Grant Components	What it might look like	Social Marketing Components
Needs statement	Community needs assessment	Define problem
Goals and Objectives	Making an action plan	Identify likely solutions
Target audience	Deciding who will benefit	Identify/sort audiences
Program development	Decide what they really need	Understand audiences
	Audience research: focus groups, surveys, interviews	Pre-test approach, messages
Program strategies or outreach plan	How are you going to inform people about your project or services	Select mediums
Project implementation plan	Step by step how are you going to get the job done	Implement
Evaluation plan	Document successes, challenges	Evaluate
Grants reports—grant Modifications	Identification of barriers to progress and adjustments to plan	Adjust

