

WORKSHEET 3: RESOURCE ANALYSIS WORKSHEET

1. What is your total budget available for the social marketing program? \$ _____

2. Where is the funding coming from?

a. _____ \$ _____

b. _____ \$ _____

c. _____ \$ _____

3. In which of the following areas related to social marketing do you or other staff members have skills or expertise? (check all that apply)

Literature review

Quantitative research (e.g., surveys)

Qualitative research (e.g., focus groups, interviewing)

Partnership development

Message development

Materials development

Website design

Social media/online marketing

Graphic design/print production

Audiovisual production

Public relations

Media planning/buying

Evaluation

Program planning and management

4. Do you need to hire an outside agency to assist with any of the above activities?

Yes No

If yes, list the activities in order of priority:

5. How much time do you and other staff members have to devote to the social marketing program?

<i>Staff Member</i>	<i>Hours per Week</i>	<i>Total Hours</i>
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6. Do you have any additional space or equipment needs for the social marketing program?

7. What level of access does your organization have to target audience members?

- Low: We would have to work hard to find them
- Moderate: We have some dealings with them
- High: They are the primary population that we serve

8. What are the organizations you should consider partnering with for the social marketing program? Do you already have relationships with any of them?

<i>Organization</i>	<i>Relationship Established?</i>
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9. Preliminary Social Marketing Program Budget

Use this as a rough estimate for now, and refine it as you develop your strategy:

a. Personnel:

_____ \$ _____
_____ \$ _____
_____ \$ _____

b. Research:

(1) Formative research \$ _____
(2) Process evaluation \$ _____
(3) Outcome/impact evaluation \$ _____

c. Materials/website production \$ _____

d. Media buys \$ _____

e. Mailing/distribution \$ _____

f. Other expenses
_____ \$ _____
_____ \$ _____
_____ \$ _____

Subtotal \$ _____

g. Contingencies (add at least 10%) \$ _____

Total \$ _____

10. Do you need to seek additional funding before proceeding with the program?

Yes No

11. Is a social marketing program feasible to develop and implement at this time?

Yes No