**DATE CREATED:** MONTH, DAY, 2018 **LAST UPDATE:** MONTH, DAY, 2018

**DATE APPROVED:** MONTH, DAY, 2018

**RENTAL ASSISTANCE**

|  |  |
| --- | --- |
| **GOAL STATEMENT** | Inform the community that we offer rental assistance programs for which they may qualify. |
| **SMART OBJECTIVE** | Assist ten (10) new clients each month through December 31, 2019. |
| **ACTIVITIES** | **WHAT WE’LL DO** | **WHO OWNS IT** |
| * Create and distribute 1,200 Rental Assistance program brochures through the end of 2019.
 | Name |
|  | * Post five (5) social media posts about the program per month
 | Name |
|  | * Spend $100 each month on social media advertising to promote the program
 | Name |
|  | * Send one (1) dedicated marketing email about the program per month
 | Name |
|  | * Partner with community organizations to promote the program
 | Name |

**FORECLOSURE PREVENTION**

|  |  |
| --- | --- |
| **GOAL STATEMENT** | Decrease foreclosures in our community. |
| **SMART OBJECTIVE** | Increase foreclosure prevention program participation by 25% each quarter through December 31, 2019. |
| **ACTIVITIES** | **WHAT WE’LL DO** | **WHO OWNS IT** |
| * Create and distribute 1,200 Rental Assistance program brochures through the end of 2019
 | Name |
|  | * Post five (5) social media posts about the program per month
 | Name |
|  | * Spend $100 each month on social media advertising to promote the program
 | Name |
|  | * Send one (1) dedicated marketing email about the program per month
 | Name |
|  | * Partner with community organizations to promote the program
 | Name |

**PRE-PURCHASE COUNSELING**

|  |  |
| --- | --- |
| **GOAL STATEMENT** | Write your goal here, making sure it’s high-level, broad, and non-specific |
| **SMART OBJECTIVE** | Write your objective here, making sure it’s SMART. |
| **ACTIVITIES** | **WHAT WE’LL DO** | **WHO OWNS IT** |
| * Step 1
 | Name |
|  | * Step 2 – *You can add additional rows by right clicking this box and selecting Insert » Rows Below.*
 | Name |

**HOMELESS SERVICES**

|  |  |
| --- | --- |
| **GOAL STATEMENT** | Write your goal here, making sure it’s high-level, broad, and non-specific |
| **SMART OBJECTIVE** | Write your objective here, making sure it’s SMART. |
| **ACTIVITIES** | **WHAT WE’LL DO** | **WHO OWNS IT** |
| * Step 1
 | Name |
|  | * Step 2 – *You can add additional rows by right clicking this box and selecting Insert » Rows Below.*
 | Name |

***Repeat as-needed by copying from the title (ex. Homeless services) to the end of the content area, just above this sentence. Then, paste below and delete this line****.*