### Key Partners and Resources
- Who do you need to partner with to deliver the project?
- How will you secure sponsorship or in-kind donations from your partners?
- What key resources do you need to bring this to life?
  - Intellectual/creative
  - People
  - Physical
  - Financial
  - Technical

### Key Activities
- What is your flagship event or activity?
- What happens to engage those outside of the event?
- What do you need to do to put this into action?

### Value Proposition
- What makes your idea unique and different?
- What value are you adding to your target audience?

### Promotional Strategy
- What infographics/text will you use to spark interest in the campaign?
- How can you use persuasive language to ensure engagement?
- Where will your promotional content be used?

### Customer Groups
- How will your idea grab the interest of the audience?
- Why will they care?

### Key Metrics
- What are your quantifiable goals that will show you that your campaign worked?
- What metrics will you use to demonstrate this campaign had an impact and reached a wide audience?

### Channels
- How do you reach your target audiences?
- How can you ensure you engage with those who are the hardest to reach?

### Funds Out (Cost Structure)
- What are the most important costs:
  - Resources
  - Activities
- Is your idea realistic and in budget?

### Funds In (Revenue Streams)
- What is the most significant source of funds for your project?
- If you are relying on in-kind donations, how have you secured these?