

# Social Sustainability Planning Tool

**Big Idea:** What is your desired outcome?

## Scope & Logic

What, why, who, when, and where?

## Resources

What resources do you have?

What resources do you need?

## Goals & Milestones (with a time frame)

What is your main goal?

What milestones will you celebrate?

## Key Metrics (measurable outputs)

What will success look like?

## Communication Strategy

Who is your audience for your social sustainability story?

What is the format (paper, presentation, talk) you plan to use?

What questions should you be prepared for?

## Strategy Statement (If... then...)

What is your elevator pitch?