

## Strategy Screen for 250<sup>th</sup> Programs

**Program Idea:** \_\_\_\_\_  
\_\_\_\_\_

**Primary Audience:** \_\_\_\_\_  
**Secondary Audience:** \_\_\_\_\_

**America 250 | CT Theme:**    Tell Inclusive Stories    Power of Place    For the Common Good    Doing History

Answer the following questions on a scale of 1 to 4: 1 = weak; 2 = average; 3= improvement on our current practice; 4= slam dunk

This idea...	Score	Notes
Expands our audience by appealing to multiple audience types (1 point for each).	1 2 3 4	
Leverages and/or highlights our strengths.	1 2 3 4	
Demonstrates history's relevance to our community.	1 2 3 4	
Can be developed in partnership with other organizations or individuals in our community.	1 2 3 4	
Explores part of our history in ways that have not been done before.	1 2 3 4	
Is something we have the resources (time, staff, expertise, \$\$\$, connections) to do well.	1 2 3 4	
Can be financially sustainable through contributions or earned income.	1 2 3 4	
Contributes to at least one organizational goal.	1 2 3 4	
Is something that contributes to the larger vision of what we hope to be.	1 2 3 4	
Can build and inform future programs.	1 2 3 4	
Can be measured and evaluated in concrete ways.	1 2 3 4	
<b>Total:</b>		

**33+** Let's start planning  
**points:** this project!

**22-31** What changes could you make to  
**points:** this project to improve its score?

**Less than 22 points:** What are some other ideas you might have?