



Success Strategy Guide

For all funding applications, the Shaw Rocket Fund needs to understand how you define success for your content, and your plan to achieve that success.

We understand the success can be defined in many ways depending on the content (i.e., educational, toyetic, global reach, number of views, community). Your success goals may include:

- Audience engagement
- Reaching the largest audience in Canada or globally
- Reaching a niche audience
- Gaining critical recognition and winning awards
- Monetizing your content and brand

Your overall Success Strategy should clearly explain how you plan to reach your success goal(s), and how you plan to measure your success (i.e., what data points you will be using to track success – views, social media followers, likes on posts, award nominations and wins vs. applications, sales revenues, etc.). It should be tailored to the type of content you are producing and must be reasonable and achievable.

For projects where sales and revenue are a measurement of success, additional materials may be required to support the application.

Your success strategy will be a primary focus in Rocket Fund's evaluation of your application, in addition to the creatives and audience impact. We do not have a template as success strategies will differ by project. We encourage you to submit a robust and meaningful success strategy for our Board's consideration.

Use the [Audience Impact Plan Guide](#) to help build your audience plan.