

Communications Planning Template

1. Conduct Situational Analysis

Summarize your track record to date – how are you currently communicating what you do? Summarize successes and challenges. What communications tools/resources do you have available? What important gaps do you need to fill?

2. Identify a Communications Goal(s)

What is the change you want to see? What is the difference you want to make (e.g., make volunteerism accessible to young people; promote civic values)?

3. Target Audiences

Who do you want to reach (e.g., young people, policy makers / local government authorities, corporate leaders, teachers, parents, nongovernmental organizations)? Be as specific as possible.

4. Key Messages

Develop 2-3 core messages that you want your audiences to identify with your work.

5. Communications Strategies

What strategies do you intend to pursue in fulfilling your communications goals and reaching your target audiences? Examples: produce materials (e.g., newsletter, expanded website); engage celebrity spokesperson; conduct targeted media outreach; hold special events/press conferences; tie-in with international events; develop an archive of "success stories;" submit op-eds to local newspapers)

7. Timeline

Establish key dates for achieving those strategies listed above.

8. Evaluation

Identify indicators for evaluating the impact of your communications efforts (e.g., web hits; public appearances/speeches; event participants; materials distributed; articles generated; partnerships formed)