

Communications Plan

Section: _____

Contact: _____

Date: _____

GOALS

What do you want to achieve through your communications?

TARGET AUDIENCES

Which groups can help advance your organization, mission, priorities, etc.?

STRATEGY

What overarching approach will drive all communications activities?

MESSAGES

What ideas should all communications convey? Which are for select audiences?

TACTICS

Which activities or vehicles will best convey your messages to key audiences?

- Media

- Direct Mail

- Member Communications

- Advertising

- Web Site/Online Outreach

- Outreach to Potential Partners

- Speakers Bureau

- Meetings/Special Events

Crisis Communications

What systems/processes are needed to help mitigate or respond to crises?

- General Principles

- Crisis Management Team

- Defined Process (preparation, response, follow-up, etc.)

Resources

What resources are needed to support the planned activities?

- Staff and Professional Development

- Board Engagement
- Partnerships/Relationships
- Information and Research
- Collateral and Materials
- Databases, Lists, etc.
- Outreach Protocol (e.g., media)

Measurement

How can you determine whether your communications have succeeded?

- Media hits
- Online hits
- Media Relationships (status)
- Third-Party Relationships (status)
- Online Surveys
- Events (e.g., attendance, surveys)
- Membership (e.g., increase, diversity)

Budget

Implementation Schedule
