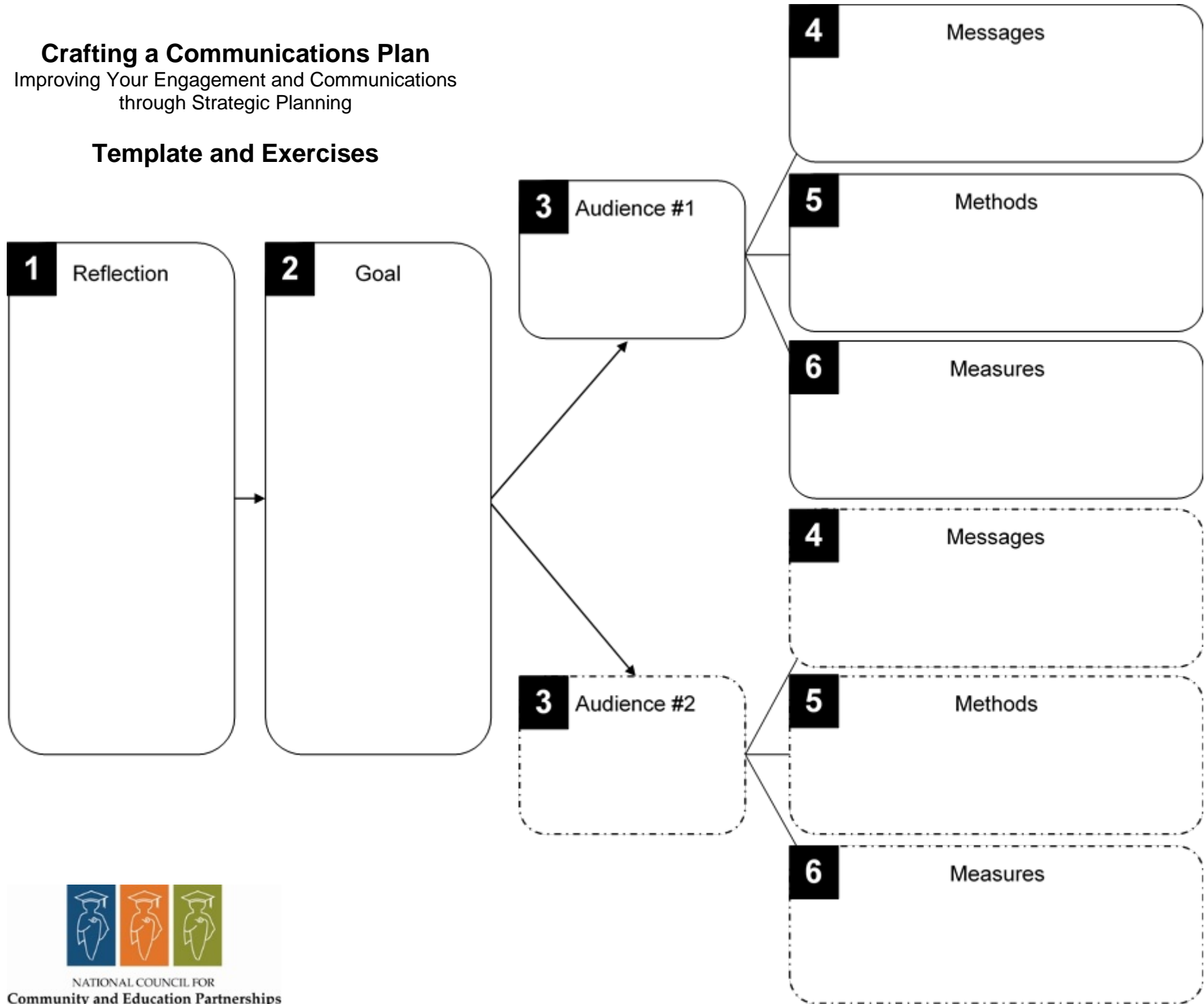


# Crafting a Communications Plan

Improving Your Engagement and Communications through Strategic Planning

## Template and Exercises



# Step #1: Reflection & Self-Assessment

## SWOT Analysis of Communications

	<i>Helpful</i>	<i>Harmful</i>
<i>Internal</i>	<b>Strengths</b>	<b>Weaknesses</b>
<i>External</i>	<b>Opportunities</b>	<b>Threats</b>

## Step #2: Set Communication Goals

Communications Topic #1:		
A.) Broadly speaking, what do we want to promote, change, or accomplish? What will get you there?	B.) What are the tangible outcomes that would define success?	C.) Draft a basic SMART Goal statement to help bring focus to your efforts.
<p><b>What activity type(s) will get you there?</b></p> <p><input type="checkbox"/> Promotional Activity</p> <p><input type="checkbox"/> Informational Activity</p> <p><input type="checkbox"/> Persuasive Activity</p> <p><input type="checkbox"/> Motivational Activity</p>	<p>Within 30 Days</p>	
	<p>Within 90 Days</p>	
	<p>Within One Year</p>	

## Step #3: Understand Your Audiences

Communications Topic #1:			
A.) Who are the most essential audiences to focus on?	B.) What makes them unique?	C.) Why will they care?	D.) What are the unique challenges they present?
<i>Think Return on Investment</i>	<i>Think Attitudes, Beliefs, &amp; Values</i>	<i>Think Benefits &amp; Solutions</i>	<i>Think Barriers &amp; Obstacles</i>
Priority #1			
Priority #2			
Priority #3			
E.) What are the key commonalities among the audiences?		F.) What are the insurmountable differences among the audiences?	

## Step #4: Define Your Message(s)

<b>Communications Topic #1:</b>		<b>Priority #1 Audience:</b>		
<b>A. Define the Basics</b>				
<b>WHAT</b> do you need to communicate? (the key facts)	<b>To WHO?</b>	<b>WHY?</b>	<b>WHEN?</b>	<b>WHAT</b> action do you want them to do as a result?
<b>B. Add Elements to Maximize Relevance</b>				
<b>What</b> will attract their <b>ATTENTION</b> ?	<b>What</b> is the solution you have that will capture their <b>INTEREST</b> ?		<b>What</b> will create a sense of urgency to <b>ACT</b> ?	
<b>C. Write Your Message</b>				

## Step #5: Choose Your Methods

At your table, brainstorm additional ideas with your colleagues about your assigned “bucket”. Be prepared to share out one idea with the whole room.

Electronic		Phone	
<i>Methods</i>	<i>Best Audience(s)</i>	<i>Methods</i>	<i>Best Audience(s)</i>
<input type="checkbox"/> Website <input type="checkbox"/> E-newsletter <input type="checkbox"/> Social Media <input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/> Phone calls <input type="checkbox"/> Text messages <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Print		In Person	
<i>Methods</i>	<i>Best Audience(s)</i>	<i>Methods</i>	<i>Best Audience(s)</i>
<input type="checkbox"/> Magazines <input type="checkbox"/> Newsletters <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/> Class/Workshop <input type="checkbox"/> Legislator Visits <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

Answering some key questions will be able to help you decide what the best ways to communicate to each audience are.

Audience	Where/from whom do they get their info?	Where do they spend their time? Where can you get their attention?	Methods to use

## Step #6: Map Your Measures of Success

<b>Communications Topic #1:</b>	<b>Priority #1 Audience:</b>
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Method #1	Measurable Goal	How to Measure

Method #2	Measurable Goal	How to Measure

Method #3	Measurable Goal	How to Measure

Method #4	Measurable Goal	How to Measure

Method #5	Measurable Goal	How to Measure

# Step #7: Build a Communications Work Plan

## Communications Work Plan Template

Communications Topic #1:					Priority #1 Audience:	
Messages	Methods	Existing Resources	Resources Needed	Owner	Key Milestones & Deadlines	Measures of Success



### Step #8: Communications Calendar Template

Month	Key Event/Message	Audience	Method	Owner	Delivery Date
January					
February					
March					
April					
May					
June					

Month	Key Event/Message	Audience	Method	Owner	Delivery Date
July					
Aug					
Sept					
Oct					
Nov					
Dec					