## Communication Planning Assistant

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| **Topic** | **Questions to be asked** | **Instructions** |
| **Goals and Objectives** | * What are the goals of the organisation for the next year? * How can the achievement of these goals be supported through communication? * What are the objectives for communicating with each target audience? | * For example: Create awareness among x, receive more donations, reach out to more beneficiaries, sell more products/services etc. |
| **Target Audience** | * Who is our primary target audience? * Why do we need them? * Why do they need us? * What do they know about us at the moment? * What do we want them to know? * What do they expect from us? | * Usually the primary target audience are the donors and beneficiaries. * A stakeholder survey can be conducted to thoroughly understand the target audience. |
| **Messaging** | * What is overall our main message? * What message(s) is relevant to different audiences? * What do we want them to do after receiving the message? | * Tailor your message to the target audience, for example: Become partners, join our programmes, join us as staff/volunteers, donate etc. |
| **Communication Channels** | * What channels will be used to reach our target audiences? * Do different audience need different channels? * How effective are those channels in reaching them? | * Channels can include newsletter, website, social media pages, annual report, campaigns etc. |
| **Timeline** | * When do we want to communicate with our target audience? * How often do we want to communicate with our target audiences? | * Depending on your resources (time and financial) you can send a communication every week, month or quarter. Be sure to not overload your audience or overcommit to a frequency that is not feasible. |