## 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.
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| **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.
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| **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.
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| **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.
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| **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.
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