**Communication Plan Worksheet**

**1. Setting Goals for Communication**

**a. Organization Goals**

What are the performance goals of your organization for the next 12 months?

**b. Communication Goals**

How can communication support your organization reaching these goals? List communication support strategies for each of your organization goals above.

*Example:*

*Organization goal: 300 new students to program X.*

*Communication support: Create more awareness of program X among the families in the area.*

**c. Communication Goals for the next 12 months**

How will you reach your communication support goals above?

*Example:*

*Organization goal: 300 new students to program X.*

*Communication support: Create more awareness of program X among the families in the area. Communication goal: Create a brochure to hand out at local schools, community centres, etc.*

What are the goals for your communication for the next 12 months?

*Do not try to do everything during the first year! Choose the main goals!*

**2. Identifying your Target Audience**

**a. General Audience(s)-**- Who are the stakeholders you want to communicate with? List **all** stakeholders.

**b. Communication Target Audience(s)--** Prioritize the stakeholders you want to reach. Who is the **most important target** audience for your communication?

*It is essential to focus and prioritize in order to use the resources effectively and to reach the goals set. You can decide that some stakeholders are reached through your programmes and not your communication activities.*

**3. Target Audience(s) Analysis:**

**a. Why do you as an organisation need this target audience?**

**b. Why do they need you? What benefits can they take from you?**

**c. What do they already know about you as of right now?**

**d. What do you want them to know about you?**

**4. Creating your Messages**

**a. Understanding the value & benefit you can offer---** What is the benefit you can offer? Why should the target audience(s) want to cooperate with you instead of some other organisation with a similar offer?

**b. Creating the message --** How do you want your target audience to act after hearing, seeing, reading or experiencing the message or communication you send?

**c. What do they need to know or believe about you in order to act this way?**

**d. What do you want to communicate to them to create that image or belief?**

**e. How do you want to communicate it? What kind of tone do you want to use?**

*A tone can be an attitude or approach-- For example “Authoritative and friendly”*

**5. Communication Channels and Tools**

**a. Which communication channels and tools are most effective to reach your target audience?**

*Choose channels and tools that convey the message and that can be executed with the resources available!*

**b. What channels and tools will you not use?**

**5. Timeline**

**a. How often do you want to communicate with your target audience(s)?**

*Examples: once a month, twice a week, once a quarter*

**b. When do you want to communicate and through which channels?**

*Examples: Post on Facebook every Tuesday and Saturday, Send newsletter the first Thursday of every month*

**c. Which communications will you do on a regular basis? Which as one-off or stand alone events?**

*Newsletter, Social Media and Blogs are examples for a regular communication. Events and campaigns might happen as stand-alone, but can also be regular.*

*Now create your communication plan for the coming 12 months including all the channels and tools and set timelines for each type of communication.*