Communication Plan – Draft

Purpose:

DATE:

# Communication Overview

### Owner of the Communication Plan

Boards of Directors? ED? Team Lead?

### Spokespersons

Do you have permission? Who does?

### Communication Plan Goal

What is your overall goal in communicating?

### Communication Style

* Credibility and consistency will be the cornerstone of all communication
* Communication will be open, direct, honest, clear, timely, and sensitive to the needs of all audiences
* Designated spokespersons must have information and authority to convey it

# Key Messages –

**Our Goal:**

[refer back to webinar slides – for ideas on how to write key messages]

# Audience Identification & Order of Roll Out

Who do you need to communicate to?

Stakeholder Identification

* Key community influencers (e.g. funders, other key partners at CEO discretion, Foundations, etc.)
* Funders
* Board of Directors
* Leadership Teams
* Staff
* Volunteers
* Clients
* Community partners
* Media/ Public (proactive/reactive)?

# Critical Path –

|  | **Audience Profile** | **Issues** | **Objectives/Messages** | **Tools & Tactics** | **Timing** | **Responsible Spokes person** | **Success Factors** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Board of Directors | * Stay informed with key messages | * Receive key messages ahead of formal roll out | Email communication plan – they receive comms plan |  | CEO | * Board members feel equipped to answer questions |
| 1 | Key community influencers | * Why is this happening? * Is this good for my community? | * Explain rationale * Explain that more follow up with them will occur | Meeting or phone call. At discretion of CEO. |  | CEO | * Key community influencers endorse this work in Phase II |
| 2 | Leadership Teams | * Do I understand the rationale? * What does this mean for me? * What does this mean for my staff? | * Explain rationale * Explain timeline * Key messages that they can use are provided * Explain roll out of communication plan and their role as leaders | Meeting |  | CEO | * Leadership feels included and equipped to answer any questions people might have |
| 2 | Staff | * Why is this happening? * Will I have a job? Will my job change? Will I have to do more? * Who will be the leader? | * Explain rational * Explain timeline * Key messages that they can use are provided | Meeting and then followed up by email (to be sent at 4:00pm)  Opportunity for Q (in person if necessary)  FAQ |  | CEO | * Staff understand rationale * Fears are allayed * Staff understand context |
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| 4 |  |  |  |  |  |  |  |
| 5 | Media/ Public  (proactive) | * Why is this happening? * Who is in trouble? * Is it good locally? | * Explain rationale * Explain potential benefits |  |  | CEOs | * Media shares a good news story |