
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	<ul style="list-style-type: none"> Stay informed with key messages 	<ul style="list-style-type: none"> Receive key messages ahead of formal roll out 	Email communication plan – they receive comms plan		CEO	<ul style="list-style-type: none"> Board members feel equipped to answer questions
1	Key community influencers	<ul style="list-style-type: none"> Why is this happening? Is this good for my community? 	<ul style="list-style-type: none"> Explain rationale Explain that more follow up with them will occur 	Meeting or phone call. At discretion of CEO.		CEO	<ul style="list-style-type: none"> Key community influencers endorse this work in Phase II
2	Leadership Teams	<ul style="list-style-type: none"> Do I understand the rationale? What does this mean for me? What does this mean for my staff? 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Leadership feels included and equipped to answer any questions people might have
2	Staff	<ul style="list-style-type: none"> Why is this happening? Will I have a job? Will my job change? Will I have to do more? Who will be the leader? 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Staff understand rationale Fears are allayed Staff understand context
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3		•	•				•
3		•	•				•
4		•	•				•
4		•	•				•
5	Media/ Public (proactive)	<ul style="list-style-type: none"> Why is this happening? Who is in trouble? Is it good locally? 	<ul style="list-style-type: none"> Explain rationale Explain potential benefits 			CEOs	<ul style="list-style-type: none"> Media shares a good news story