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?*

# 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 – Some Examples Provided

|  | **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? | * 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 |
| -- |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |  |
| 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 |