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
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| 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
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