Strategic Communication and Action Plan Summary

Strategic Communication Plan

Our communication goal is to persuade ________________________________ to ________________________________

[audience]

[describe desired action]

Our target audience segment is ________________________________ who ________________________________

[audience]

[already is, knows, or does something, e.g. “youth who are at greatest risk of dropping out of school in XYZ zip codes”]

Our target audience segment cares about __________________________________________

[audience values, concerns, priorities]

______________________________________________________________

Our message is: ________________________________________________

[framed in values, explains benefits of solution, overcomes barriers, offers call to action]

______________________________________________________________

______________________________________________________________

______________________________________________________________

Our message will be delivered through: ______________________________

[communication tactics, e.g.: town hall meetings, newsletters, social media, TV, trusted messengers]

______________________________________________________________

Action Plan

Leading these efforts will be __________________________________________.

[name of organization/staff members]

We will need ____________ lead time to plan and execute. The target start date is ________________.

[# of] [days/weeks] [intended start date]

We will measure success by __________________________________________

[evaluation and monitoring metrics, e.g.: pre-/post-test surveys; # of messages shared; estimated reach; event attendance; CTA measurements]

______________________________________________________________

We will assess efforts regularly and make mid-course corrections as needed. We will meet weeks after outreach is finished to assess success and identify new communication goals.