



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.