**Sample Communications Plan**

Need to develop a communications plan on very short time? This guide can help you get started.

Goals:

* What do you hope that your project/project/initiative will achieve? Influence to take action? Raise awareness?

Objectives:

* How will you measure the effectiveness of your campaign?

Timeline:

* Choose a start date for your work, an end date, and regular milestones for check-in opportunities. It’s always good to align your messaging to your timeline so that you can share success stories, reminders of actions needed, and create a regular reporting cadence to leaders and other key stakeholders.

Target audiences:

* Who needs to know this information throughout the duration of your project/plan/campaign?

Background information:

* What details are known today that will be helpful for planning messaging?

Risks

* What risks are known? Can they be mitigated? What contingency plans can be developed through the right messaging?

Key messages

* What is the main purpose of your campaign (15-second soundbite of info)?
* What action items do you want your audience to take away from your campaign?

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| **Communications Tactics** |
| **#** | **Activity** | **Timing** | **Responsible**  | **Target Audience** |
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