



Communications Template

Use this template on page 2 to develop a communication plan. The first step is to clearly define your goal. What attitudes or behavior changes do you want to achieve with each audience? Do you want to raise awareness? Build support? Move to action? With the goal in mind, determine which audiences you need to reach and how best to reach them.

- **Audiences.** Who are the key people you need to reach in order to achieve your goal?
- **Key messages.** What information do you need to share with each audience to achieve your goal? What will they care about? Consider pairing data with key takeaways.
- **Delivery method.** What methods or formats would be most appropriate for each audience? This will vary depending on the amount of time you will have each audiences' attention, and their level of interest in learning what you have to share.
- **Responsible people.** Who will deliver the messages to each audience? This could be a content expert, or someone who has a tie or connection to the audience.
- **Timing.** Identify when you plan to reach each audience. Work backwards from the date you hope to achieve your goal. Consider the order of audiences reached. For example, you may wish to first reach partnering organizations in the community and then encourage those organizations to help you reach community leaders with consistent messaging.



GOAL:

Audience	Key Messages	Delivery Method	Responsible People	Timing



