**Project Title**

**COMMUNICATIONS STRATEGY**

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| **TARGET AUDIENCE** |  |
| **DATE:**  | **NOTETAKER:**  |

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| **RATIONALE & DESIRED OUTCOMES****1** |
| **Why have we prioritized targeting this group? What influence do they wield?****What do we hope they will do differently as a result of our communication and engagement?** |
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| **AUDIENCE NEEDS****2** |
| **In the context of your specific problem, what motivates this audience? What do they care about? What do they need?****How well do you know the needs of your audience? What is your strategy for better understanding their motivations and concerns?** |
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| **TARGET SUBGROUPS AND INDIVIDUALS****3** |
| **Within this audience, which particular groups and key individuals should we try to reach?**  |
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| **What key influencers inside or outside this group can help us to convey our messages and influence change?** |
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| **If we aren’t directly connected to these key subgroups and individuals, who can help us reach them?** **Who else communicates with this audience whom we should consider consulting or partnering with?** |
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| **KEY MESSAGES****4** |
| **Three-to-five tailored statements that summarize the key results and recommendations relevant to this audience** |
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| **PRODUCTS & TACTICS****5** |
| **What do we have to do to achieve the desired outcomes for this group?** **Which results and communication products will be most appropriate and effective for reaching this target audience?**  |
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| **COMMUNICATIONS CHANNELS** |
| ***How does your audience receive information? Which communication channels and delivery mechanisms are most appropriate?***  |
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| **LANGUAGE & FORMAT** |
| ***What kind of language resonates with this audience? For written products, what length and format is most familiar and*** ***appropriate to this audience? What actual languages should information be translated into?***  |
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| **DELIVERY, INCENTIVES, and INFLUENCE** |
| ***Just because we make a great product, that doesn’t mean the target audience members will find it, digest it and act on it.*** ***How can we increase the chances that our communications products are seen, read, and used by this audience?***  |
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| **MONITORING PROGRESS****6** |
| **How will we know we have been successful?****What SMART (specific, measurable, realistic, and timely) metrics will we use** **to measure progress and evaluate success in achieving our desired outcomes?**  |
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|  **COMMUNICATIONS PLAN & TIMELINE****7** |
| **Create a milestone chart that will show all tactics and what needs to be done by whom and by when.**  |
| **TASK OWNER** | **DATE DUE** | **TASK DESCRIPTION** |
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