

Communications planning – a simple template

Key Messages

What are the key messages that you want to communicate (See “message house” in main toolkit)

Target Audiences

List all the audiences that your association might contact, attempt to influence, or serve

SMART Communications Goals

What are the goals of the communications plan?

Communications Resources

- What resources do you currently have?
- Do you have a website/Yahoo Group already?
- Do you publish an annual report?
- What capacity for communication do you have in place?
- Do you have an information presentation?
- Do you have a regular newsletter?
- Do you have an email distribution list?