**School**: **Date**: **Prepared by**:

| **Title:** *What is the focus of your communications plan? It could be a high-level plan for the year, or it could focus on a specific project, event, or initiative.* | | | | | |
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| **Objectives**: *List specific, measurable goals below (e.g. fundraising goals, event attendance, online engagement, etc.)*       *Once your goals are established, fill out the table below. Place each target audience on a separate row, and use the columns to develop customized messages and strategies for them.* | | | | | |
| **Audience(s)** | **Key Message(s)** | **Strategies and Channel(s)** | **Timeline** | **Lead(s)** | **Evaluating Success** |
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**Target Audience(s)** can be broad (e.g. parents, staff, students), but it is also important to think about specific audiences or those you may not have reached yet (e.g. families who are new to the school). When filling out this section, consider:

* Who do we want to communicate with?
* Who needs to know this?
* With whom are we already communicating? Is the school reaching everyone it should?
* Are the target audiences inclusive of our school’s diverse population?
* What organizations should we be reaching?

**Key Message(s)** can inform, engage, or inspire your audience to act. When filling out this section, consider:

* What does the audience need to know?
* What action do we want to encourage the audience to take?
* What have we communicated up until now?
* Are the messages designed to suit different audiences?

**Strategies and Channel(s)** can include newsletters, social media, posters, ads in local publications, and collaboration with community partners. When filling out this section, consider:

* What types of communication tools can reach our audience?
* How are we currently exchanging information with different groups in the school community?
* What communication efforts are working – and not working?
* How can we ensure our communications are inclusive and accessible?

When filling out the **Timeline** section, consider:

* What is the best time to communicate our message?
* Are there any deadlines for advertising, booking, etc.?

In the **Lead(s)** section, assign a person to each strategy who will be responsible for carrying it out.

**Evaluating Success** will help you understand how effective different strategies are at reaching different audiences, so that you can optimize your communications for future projects. When filling out this section, consider:

* How will we know that the message has been received?
* How will we collect feedback and report back to the community?
* Will we ask audiences how they heard about this event/initiative?
* Do we promote two-way communication?
* What data can be used to measure the success of this strategy?