Creating Your Communications Plan: Worksheet

**Overall Goal of Organization:**
*Example: To create policy, systems, and environmental changes that address your organization’s needs and goals.*

**Project Title:** (the title of your project)

**Description:**
*Describe your project in one to two sentences.*

**I. Situation Analysis**

a. **Strengths** (internal resources, assets and people that will help your communications efforts)
*Example: Our organization has strong partnerships with other goal-oriented organizations.*
*List 3-5 strengths of your organization:*

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b. **Weaknesses** (internal deficits in terms of communications efforts)
*Example: Our organization has a small leadership team with limited communications experience.*
*List 3-5 of your organization’s weaknesses:*

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- **Opportunities** (external factors that can help you achieve your goal)
*Examples: There is growing consensus, both in the organization and on campus, around the need for our organization’s services.*
*List 3-5 of your organization’s opportunities:*

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- **Threats** (external obstacles you will face)
*Examples: Low member retention and low budget may limit how much the can address these issues.*
*List 3-5 of your organization’s threats:*

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II. Goal (overarching goal for this communications plan)
*Example:* Our communications efforts will build support from the general student body, organization leaders, and campus leaders around our needs.

What is your organization’s overarching goal for this CPPW communications plan?

III. Objectives (3-5 objectives that demonstrate how you plan to achieve your overarching goal)
*Examples:* Build demand for our service by educating students about the usefulness of our organization to their daily lives.

*List 3-5 of your organization’s objectives:*

IV. Target Audiences (primary audiences to engage with your communications efforts)
*Examples:* Students, Community leaders, General public, Policymakers

*Who are your organization’s target audiences?*

V. Key Messages (3-5 key messages related to your goal)
*Examples:* We are working in partnership with community agencies, schools, businesses and local governments to promote policy and environmental change.

*List 3-5 key messages that you need to communicate to your audience:*
(Keep policy priorities in mind. Remember to incorporate overarching CPPW messaging.)

VI. Spokespeople and Partners (individuals, groups and organizations to help implement your plan)
*Examples:* College administrators, Student government, Representative from a local community groups

*Who are some spokespeople you’d like to identify and recruit for your cause?*
VII. Tactics (programs, projects, and earned and paid media efforts to help achieve your objectives and ultimately your goal)

Examples:
- Create products to promote the identified key messages.
- Organize meetings with community leaders to share the goals and objectives of the campaign and encourage support and engagement.
- Utilize social media such as YouTube, Flickr, Facebook, Twitter and blogs to build student advocates for the campaign.

What tactics will your organization focus on?

VIII. Timeline (when you will implement and complete each tactic in your plan)

Use tactics above; Your Timeline

Date: Activity

IX. Measurements (how you will track and assess the progress of your communications efforts)

Examples:
- Media coverage and analysis, including newspaper articles, television news stories, radio coverage and social media mentions
- Interest and participation of opinion leaders and partner organizations in campaign efforts
- Student participation in advocacy efforts

Provide a list of measurements to track your progress:

Adapted from Communities Putting Prevention to Work CYCP Worksheet