



## WRITE A COMMUNICATION PLAN

In the table below, answer the questions about the components of your communication plan. Be as specific as possible. Columns represent a different target audience, if you have more than one.

MESSAGE	IMPACTING YOUR AUDIENCE		
	MAIN AUDIENCE	UNINTENDED AUDIENCE	NOTES
What is the one thing to remember? i.e. your takeaway			
Why does this matter?			
What actions/beliefs do you hope others will adopt?			
How will each audience be affected by your message?			



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MECHANISMS	IMPACTING YOUR AUDIENCE		
	MAIN AUDIENCE	UNINTENDED AUDIENCE	NOTES
In-Person, Virtually, Email, Phone			
TIMELINE			
What are the milestones of your message and when should you reach them?			
Cadence i.e. daily, weekly, etc.			

NEED HELP? LET'S SCHEDULE SOME TIME TO WALK THROUGH YOUR COMMUNICATION PLAN.