**DRAFT COMMUNICATIONS PLAN**

GUIDANCE: Utilize the following sample to help establish a communications plan. Be sure to leverage support of Funder and local stakeholders (including public entities) in content development and outreach activity.

***Project Title* – Communications Plan Outline**

Summary of project or announcement. Below is a communications plan for the project/announcement.

**Plan Objectives**

The communications plan has been designed to support a few main objectives:

* to raise awareness of...
* to elevate…
* to reach…

**Target Audiences**

* Leaders in …
* Decision makers…
* Media…

**Success Metrics**

* Coverage of...
* Applicants will...
* Resources distributed to…

**Tactics**

To support the announcement, the communications team will work on multiple fronts to:

* Sample tactics
  + Develop messaging materials and other content
  + Develop a webpage/website for program
  + Execute promotion and marketing activities

**Content Development**

* Media Release
* Marketing Collateral
* Communications toolkit
* Messaging materials for spokespeople
  + Talking points in the event they are called upon to talk to media
  + 1-2 PPT slides for inclusion in talking engagements
* Blog content

**Media Outreach**

* National Media Outreach (as applicable)
  + Media targets
* Local Media Outreach
  + Media targets

**Digital Outreach**

* Webpage/website for program
* Social media posts and social graphics to be used across platforms
* Email outreach – content and outreach lists

|  |
| --- |
| **Key Dates:**   * **DATE**    + **Finalize messaging**   + **Develop webpage/website**   + **Develop marketing collateral** * **DATE**   + **Develop partner outreach list**   + **Identify media pitch list** * **DATE**    + **Press release shared with external partners for quotes**   + **Press release finalized**   + **Begin outreach to media** * **DATE**   + **Webpage/website launched**   + **Media release/e-announcement/social media promotions begin**   + **Toolkit shared with partners**   **PLEASE NOTE: DATES SUBJECT TO CHANGE                                                                 UPDATED** |

**Activity Schedule – will be updated with more target dates over time – lead comm team member on products is listed first**

|  |  |  |  |
| --- | --- | --- | --- |
| **Activity -- Samples below** | **Owner** | **Deadline** | **Status** |
| * Messaging guidelines |  |  |  |
| * Develop set of posts and social graphics |  |  |  |
| * Develop outreach list |  |  |  |
| * Draft media release |  |  |  |
| * Pitch to media |  |  |  |
| * Talking points for spokespeople |  |  |  |
| * PPT slides |  |  |  |
| * Identify blog opportunity and implement |  |  |  |
| * Announcement on website |  |  |  |