**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
 |  |  |  |