**COMMUNICATION STRATEGY EXAMPLE**

**All of these elements may be useful for you. Information in #2 is not required as part of city submission.**

1. **Statement of Purpose:** *what you are planning on achieving with your communication strategy, e.g. make sure every stakeholder in the community has the information they need to participate in the way they choose.*
2. **Alignment with Strategic Goals (optional):** *If your organization has identified strategic goals, it is helpful to note where your communication objectives support them. An example is below:*

|  |  |
| --- | --- |
| **ORGANIZATIONAL OBJECTIVES** | **RELATED COMMUNICATION OBJECTIVES** |
| *Increase active membership by 20%* | *Develop two-way pathways of communication and feedback for members between meetings* |
| *Increase individual donations to 20% of revenue* | *Capture stories that reflect our successes, send to potential donors quarterly* |

1. **Match Targeted Groups with Messages:** *An example is below.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Audience** | **Information about Development plans and Meetings** | **Fundraising** | **Organizational Info (e.g. finances, policies)** | **Research, “Big picture”** | **Community Perspectives** |
| Community members | X | X |  | X |  |
| Board | X | X | X | X | X |
| Staff | X |  | X | X | X |
| Volunteers | X | X |  |  |  |
| Donors |  | X |  | X | X |
| Government | X |  |  |  | X |
| Partner agencies |  |  |  | X | X |
| Businesses | X | X |  |  |  |

1. **List Methods of Outreach and Reasons for Use:** *This section captures answers generated from the Communication Planning Questions document on the rcopgh.com website, numbers 6 and 7. An example is below.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Methods of Outreach** | **Best Used for:** | **Target populations (if any)** | **Supporting Data (as available)** |
| Text Messaging | Same-day reminders, action alerts | Students, people under 40 | Communication mode study by generation |
| Facebook Posts | Building community, status reports | Retirees, parents | Social Media Today blog post on Facebook trends |
| Telephone trees | Turning out attendance at events, action alerts | Long-term residents, community leaders |  |
| Flyers | Building awareness, publicizing events | Newcomers, Non-English speakers (translated content) | Successful Community Outreach Strategies, Edition 3 |

1. **Identify how you will share your communication strategy:** *Describe, in a few sentences, the answer to #9 on the Communication Planning Questions document.*
2. **Fill out a Communication Plan** *with activities, deadlines, methods, the people who will be responsible for the work, and a way for you to know if you’ve been successful. An example is on the following page.*

**COMMUNICATION PLAN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| WHAT? | KEY MESSAGES/PURPOSES | STAKEHOLDER GROUP(S) | WHO? | WHEN? | HOW? | SUCCESS IS: |
| Neighborhood Plan | Comprehensive update on neighborhood plan | Staff | Adam | Within next month | Staff meeting | Presentation at meeting |
| Summary update on neighborhood plan | Board | Adam | December board meeting | Report & presentation |
| Fundraising | Make your annual contribution | Kevin | By 11/28 | Email | Communications out by deadline, positive response from donors |
| Make your annual contribution | Current/potential funders | Kevin | By 11/28 | Paper mail |
| Development Activities Meeting, June | Help us promote our meeting | Community leadership | Darlene | Within 2 days of DAM date fixed | Telephone | Announcements of meeting appear in at least 3 outlets managed by leaders |
| Feedback needed before DAM | New Community Members | Ranita | Flyers, door-knocking | Community level of satisfaction with our communication, based on our annual survey |
| Promote attendance at DAM |
| Help us staff the DAM | Margaret | 1 month prior to DAM | E-mail |
| Membership | Join us | New and Long-Time Community Members | Margaret | 1x/quarter | Email blast |
| Ongoing communication | promote DAM and neighborhood plan attendance | Long-time Community Members | Ranita | 1 month prior to DAM | listserve, email |
| Our community is thriving – data summary | Current/Potential funders | Darlene | 5/1, 12/1 | E-newsletter |  |
| Potential impacts of projects and initiation of programs | Media (newspaper) | Margaret | 1 week prior to DAM | Press release | Press release written |