

Communications Planning

WORKSHEET

AUDIENCES: Who are your key audiences for communications and engagement outreach? Why do they matter?

GOALS: What do you want to achieve with your communications and engagement efforts?

MESSENGERS: Who are the best messengers for your messages and audiences?

MESSAGES: What are your key messages for each audience?

TACTICS: What tactics will you use for communications and engagement? How will you execute your tactics? When will you execute them?
