



## STEP 4 WORKSHEET: COMMUNICATIONS PLAN

### 1. Overview: Create your Campaign Objective *(remove the example and enter your own)*

| Campaign Objective | Start on date... | End on... |
|--------------------|------------------|-----------|
|                    |                  |           |

### 2. Target Audience *(remove the examples and enter your own)*

| Descriptor(s)              | Campaign-Specifics  |      |
|----------------------------|---|------|
| What list(s) can you use?  | (ie. Donors, Volunteers, Board, Prospects, etc.)  |      |
| Target audience descriptor | (ie. Retired Volunteer, Business Exec, College Student, etc.)   |      |
| Age Range                  | Min.  | Max. |
| Location(s)                | <input type="checkbox"/> Local <input type="checkbox"/> Regional <input type="checkbox"/> Any   |      |
| Current employment         | <input type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Not currently employed <input type="checkbox"/> Student <input type="checkbox"/> Retired |      |
| Skill/experience level     | <input type="checkbox"/> No experience <input type="checkbox"/> Beginners <input type="checkbox"/> Intermediate <input type="checkbox"/> Senior   |      |
| Behaviour(s)               | (ie. Blogger, restores furniture, art student, loves meeting people etc.)   |      |
| Where can you find them?   | (ie. Seniors centres, cafes, shopping mall, volunteer fair, schools etc.)   |      |

|               |   |
|---------------|---|
| Networks      | (ie. Chamber of Commerce, volunteer bureau, internship coordinators etc.) |
| Other Details |   |

### 3. Key Messages

In this campaign, the key messages to be shared include:

- Key Message One:  
*(ie. Our organization is seeking skilled volunteers OR Our volunteers are invaluable and help us meet our mission every day! OR The benefits of volunteering with us include getting to contribute to the preservation of our region's history.)*
  
- Key Message Two:
  
  
- Key Message Three:



6. **Success measures** (the success measures you choose will relate to your campaign objectives and your choices of communications channels)

| Success Measures                    | Baseline         | Target           | Stretch          | Actual |
|-------------------------------------|------------------|------------------|------------------|--------|
| <i>Website and content</i>          |                  |                  |                  |        |
| <i>Unique visitors (to website)</i> | <i>200/month</i> | <i>400/month</i> | <i>500/month</i> |        |
|                                     |                  |                  |                  |        |
|                                     |                  |                  |                  |        |
| <i>Volunteer brochure</i>           |                  |                  |                  |        |
| <i>Brochures distributed</i>        | --               | <i>25/wk</i>     | <i>30/wk</i>     |        |
|                                     |                  |                  |                  |        |
|                                     |                  |                  |                  |        |
| <i>Volunteers</i>                   |                  |                  |                  |        |
| <i>Applications submitted</i>       | <i>2/week</i>    | <i>5/week</i>    | <i>7/week</i>    |        |
| <i>Volunteers hired</i>             | –                | 3                | 5                |        |
|                                     |                  |                  |                  |        |
|                                     |                  |                  |                  |        |

(Source: Adapted from Van Korlaar, C., 2013 TopNonProfits.com, Free Editorial Calendar & Campaign Planning Documents, retrieved from <https://topnonprofits.com/free-editorial-calendar-campaign-planning-documents/>)

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