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)	□ Local □ Regional □ Any					
Current employment	□ Full-time □ Part-time □ Not currently employed □ Student □ Retired					
Skill/experience level	□ No experience □ Beginners □ Intermediate □ Senior					
Behaviour(s)	(ie. Blogger, restores furniture, art student, loves meeting people etc.)					
Where can you find them?	(ie. Seniors centres, cafes, shopping mall, v	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:

4. Communications Channels

Which channels will you use for this campaign?
Digital: ☐ Website ☐ Blog ☐ Social Media (Facebook, Twitter, Snapchat etc.) ☐ Email marketing (e-newsletter, etc)
Public Relations: ☐ Media releases/events for the media: radio, TV, newspapers, magazines, e-media (blogs)
Advertising: ☐ Broadcast media: Radio, TV ☐ Published media: Display ads, Newspaper classifieds ☐ Posters and handbills ☐ Brochures
Interpersonal communications (direct marketing): ☐ Door to door ☐ Phone calls ☐ Personal Emails
Events: ☐ Open house or info session ☐ Social events (a tea, cinq à sept, etc.) ☐ Educational events (speaker, workshop, etc.)

5. Calendar of communications (remove the examples and enter your own)

Date	Content	Who	Status	Facebook post	Email blast	Website update	Ad	Brochure	Other
May 23	Call for Volunteers message	Jenny	Done	X	X	X	X (classified ad)		X (Phone prior volunteers)

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

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