Communications Plan

**Communications Statement of Purpose** *(Why are we communicating in the first place?)***:**

*e.g. Help achieve organizational objectives, engage with stakeholders, show the success of our work, etc*

**Goal #1** *(Specifically, what do we want our organization to achieve in the next 3 years? Consider our organizational goals)***:**

*e.g. Nonprofits are adept at describing their work through a framework such as Theory of Change*

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| Intermediate Objective #1 *(What communications steps can you take to achieve your goal? Good objectives should be SMART.)*: *e.g. By the end of the year, increase by 50% the focus of messages to be on Theory of Change and similar frameworks.* |
| Audience | What they need to know | Key Comms Messages | Comms methods/channels | Timeline | Responsible party | Measures |
| *e.g. Nonprofits* | *- TOCs are easy**- We have tools to help* | *- We are reliable and provide useful tools*  | *- Newsletter**- Twitter* | *- Newsletter article on TOC every month* | *Jane* | *# opens to TOC resources* |
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| Intermediate Objective #2 |
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| Intermediate Objective #3 |
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**Goal #2** *(Specifically, what do we want our organization to achieve in the next 3 years? Consider our organizational goals)***:**

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**Goal #3** *(Specifically, what do we want our organization to achieve in the next 3 years? Consider our organizational goals)***:**

*e.g. Nonprofits are adept at describing their work through a framework such as Theory of Change*

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| Intermediate Objective #1 *(What communications steps can you take to achieve your goal? Good objectives should be SMART.)*: *e.g. By the end of the year, increase by 50% the focus of messages to be on Theory of Change and similar frameworks.* |
| Audience | What they need to know | Key Comms Messages | Comms methods/channels | Timeline | Responsible party | Measures |
| *e.g. Nonprofits* | *- TOCs are easy**- We have tools to help* | *- We are reliable and provide useful tools*  | *- Newsletter**- Twitter* | *- Newsletter article on TOC every month* | *Briana* | *# opens to TOC resources* |
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| Intermediate Objective #2 |
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| Intermediate Objective #3 |
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## References

1. The Communications Network, Asibey Consulting. *Are We There Yet? A Communications Evaluation Guide.* <https://www.luminafoundation.org/files/resources/arewethereyet.pdf>
2. KnowHow Nonprofit. *Developing a Communications Strategy*. <https://knowhownonprofit.org/campaigns/communications/communications-strategy>