

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
<i>Increase active membership by 20%</i>	<i>Develop two-way pathways of communication and feedback for members between meetings</i>
<i>Increase individual donations to 20% of revenue</i>	<i>Capture stories that reflect our successes, send to potential donors quarterly</i>

- 3. 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			

4. 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

5. Identify how you will share your communication strategy: *Describe, in a few sentences, the answer to #9 on the Communication Planning Questions document.*

6. 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		Current/potential funders	Kevin	By 11/28	Email
	Make your annual contribution	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	
	Promote attendance at DAM		Margaret	1 month prior to DAM	E-mail	Community level of satisfaction with our communication, based on our annual survey
	Help us staff the DAM					
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