



Communication
for Positive Change

The Communication Plan: Key Components and Approach for Purpose-driven Organizations

#1: Communication Goals and Objectives

- Should be consistent with organization's mission (i.e., purpose)
- Should be limited to three to five statements; although one may be enough
- Should consider desired outcome
 - Examples: Increase awareness, change perception, take action
 - Use verbs to indicate activity
- Should describe end result; not process
- Should be a measurable outcome, specific to each target audience and include timeframe
- *What does success look like?*

#2: Target Audiences

- Should include groups your organization needs to communicate to, and also listen to
- Should consider internal and external stakeholder needs and interests
- Should consider whose support the organization needs
- Should consider who the organization supports
- *Who are our target audiences and why are they important to our organization?*

#3: Communication Strategies

- How will you work toward reaching each separate goal?
- What existing resources can you use to achieve each goal?
- Should include key messages for each goal; and be specific to each target audience
 - Key messages can also have sub-messages
 - Key messages should have proof points
- Should outline several strategies for each goal; some strategies may repeat
- *What themes or appeals will you use to reach your objectives?*

#4: Tactics and/or Activities

- Should outline what communication activity will be used
- Should describe which communication tactic (vehicles or channels) will be used
- *How will we do the work to reach our objectives?*

#5: Evaluation

- Should consider if objectives are being met
- Should include measurements, observations, opinions and audience feedback
- *What needs to change?*

#6: Budget, Materials, Timetable and/or Task List

- Should consider what resources are needed to meet objectives
- Should consider out-of-pocket costs, employee time, materials, etc.
- Should apply timetable to tactics, activities and/or tasks
- *How best to manage this project?*

Compiled by Karen Barker, Communication for Positive Change

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- *29 March 2021*