

Communication plan – Template

Project / Event Title: _____

Contact Details

Best contact for project details. Name, title and phone number.

Project Timeline

Date/time (if an event)

Project duration, deadlines and milestones (e.g. dates, start and finish, event booking/registration opening and closing dates, etc.)

Objectives

What are your objectives for the communication? For example – to inform residents about the street party in their neighbourhood.

What's the call to action? What do you want people to do after hearing about your project?
For example – to register to attend the event or visit the Facebook event page.

Project Details

Where will it be located? How to register or RSVP (if an event).

Funding (sources and dollar figures).

Statistics and facts that are relevant.

Community involvement/what consultation has informed the project?

Interesting stories about the project/event. For example past participants, the journey to get the project done.

Anyone to thank for their involvement, volunteering, support, financial contribution

Target Audiences

Which groups do you want the communication to reach? Include age, location, ethnicity, gender.

How can you communicate appropriately with these groups? For example do your brochures need to be translated into different languages?

Are there other stakeholders (funding bodies/other groups/local government) that need to be kept informed about this project?

Key Messages

Detail the key points you want the public and other stakeholders to know about the project/event.

Three or four key messages are ideal (no more than five).

Communication Methods

Outline how you will communicate with your community.

List the types of communication methods you will use and why.

For example – using Facebook and Instagram to promote an upcoming event for young people between the ages of 15-18 years is most suitable as it is the platform they mostly engage with.

Challenges

Explain any political challenges/risks to be aware of?

Consider how these risks could be addressed.

List any other challenges you consider may cause issues.

Consultation

Community consultation may be needed for your project.

Is there a decision that needs to be made?

How will you factor in the voice of your community?

Which communication platforms will you use to do this?

Resources

List any key resources that you may require to communicate effectively.

Budget

Do you have a budget to develop marketing collateral like brochures, flyers, signage, etc?