



## COMMUNICATIONS PLANNING: YOUR *GAME* PLAN

Whether it's a large ongoing project or a more immediate task, communications is a key element to achieving any goal. This simple communications planning template can help you identify *what* you are trying to accomplish, *who* you want to reach, *how* you're going to do it, and *when* you have succeeded. It's your **GAME** plan.

### Goal

What are you trying to achieve? A good goal is simple, clear, and definable.

### Audience

Your audiences are your stakeholders. Who are you trying to reach? Who needs to be aware of, involved in, and committed to your project? Put yourself in their shoes. What might their concerns be? Prioritize your audiences since you can't reach everyone right away.

### Message

It's helpful to have both an overall message—your “elevator speech” or “postcard” for why you are embarking on this project—as well as 2-4 “key messages” tailored for each audience. For each audience, what action are you seeking to inspire? What are their motivations? What are their concerns and fears?

### Engagement Strategy

What tools and strategies can engage each of your audiences and deliver your message?

### Plus...metrics

How will you know you are on track, and that you have succeeded?