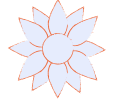


A SIMPLE PROCESS FOR COMMUNICATIONS



RESEARCH

- Whom do you want to reach?
- What do you want them to do?
- What do you want them to know?
- What resources are available?



PLAN

Overall Goals

- What are your big, broad, ambitious, long-term goals for changing the world?
- *Example: To help as many nonprofits as possible grow through storytelling.*

Target Audiences

- Who needs to know or understand?
- The “general public” is not an audience. Break into smaller groups.
- *Examples: current clients, people who could use your services, former clients*

Objectives

- Short term, define what behavior, attitude or opinion you want to achieve.
- Specific and realistic.
- Include deadline and way to measure success.
- *Example: By the end of 2023, increase by 20 percent the number of clients using your services.*

Strategies

- Road map to achieve your objectives.
- *Example: Share information and educate nonprofits that have small or no dedicated communications staff.*

Tactics/Activities

- Specific things you will do to support your strategy.
- *Examples: Research and write blog posts, write emails to share blog posts and announce your services, share blog posts on social media.*

Materials

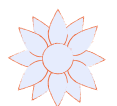
- What do you need for your activities?
- *Examples: Social media account, computer, software for creating graphics, email distribution platform*

Budget

- What costs will there be?
- *Examples: Instagram business account-free, email platform-\$15/monthly*

Timetable

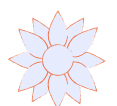
- Work backward from deadline and figure out who will do what and when.
- Make sure to build in plenty of extra time to handle the unexpected.



DO

- Put your tactics and activities to work!

Along the way and at the end of your communications project, be sure to:



REVIEW

- Is this working?
- What went well?
- How can we improve?
- What can we do differently in the future?

