**Communication Planning Worksheet**

**Getting Started – Answer the Following Questions**

1. What is your purpose for communicating?

2. What is your desired outcome?

3. Who is your target audience(s)?

4. How do you reach your target audience(s)? *Note: Your communication method may be different for different audiences.*

5. What are the key messages that need to be included? *Note: Your key messages may be different for different audiences.*

6. When will you communicate? (i.e., What is your timeline? When are key deadlines?)

**Create Your Communications Plan**

Using the details in your answers above, fill in your plan. (See completed example plan at <https://ascls.org/comms-handbook-section-1-planning/>)

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| --- | --- | --- | --- | --- |
| **Goal** | **Milestone/Deadline** | **Audience(s)** | **Key Message(s)** | **Communication Method** |
| (Ex., Raise Awareness) |  |  |  |  |
| (Ex., Drive Interest) |  |  |  |  |
| (Ex., Take Action) |  |  |  |  |