

Developing a Plan for Communication



COMMUNITY TOOL BOX

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What is communication?

- Communication is the transmission of ideas and information.
- For grass roots and community based programs, this means conveying the true nature of the organization, the issues it deals with, and its accomplishments to the community.



Why should you develop a plan for communication?

- A plan makes it possible to target your communication accurately.
- A plan helps you map out how to raise your profile and refine your image in the community.
- A plan makes your communication efforts more efficient, effective, and lasting.
- A plan makes everything easier by providing a blueprint for exactly what you should be doing at any point in the process.



When should you develop a plan for communication?

- Successful communication is an ongoing process that should begin planning for as soon as your organization begins planning its objectives and activities.
- Make sure to continue adjusting and improving your plan for communication throughout the existence of your organization.



Eight Steps for Developing a Plan for Communication:

1. Identify the purpose of your communication.
2. Identify your audience.
3. Plan and design your message.
4. Consider your resources.
5. Plan for obstacles and emergencies.
6. Strategize how you'll connect with the media and others who can help you spread your message.
7. Create an action plan.
8. Decide how you'll evaluate your plan and adjust it, based on the results of carrying it out.

