

**Instructions:** *Make a copy of this form and save it. Add content that reflects your current planning for this year, or for the future.*

Org: \_\_\_\_\_ Date Updated: \_\_\_\_\_ Main Contact: \_\_\_\_\_

### 1. Objectives

Define the goal(s) of your communication plan

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### 2. Audience Segmentation

List the types or groups of members and their unique communication needs.

Audience Group	Needs/Expectations	Preferred Channels

### 3. Key Messages

Summarize the main messages you want to communicate.

Topic	Message Summary

#### 4. Communication Channels

Identify how you'll reach members.

- Email Newsletter
- Website & Member Portal
- Social Media (Facebook, Instagram, etc.)
- Phone Calls (for high-touch communication)
- Mail (for formal communications or physical materials)
- Other \_\_\_\_\_

#### 5. Communication Schedule

Plan how often you'll communicate and for what purposes.

Frequency	Purpose/Content

#### 6. Roles and Responsibilities

Clarify who does what.

Person/Role	Responsibility

## 7. Feedback & Evaluation

Include how you'll measure success and gather feedback. Where will this information be stored?  
How often will it be reviewed and used to inform future decisions?

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