**Minnie- Soda’s Member Communication Plan Sample**

*Last Updated: July 1, 2024 Main Contact: Ms. Minnie, Director*

### 1. Objectives

Define the goals of your communication plan.

* Keep members informed about key events and updates
* Increase member engagement and participation
* Ensure transparency in decision-making
* Strengthen relationships with members

### 2. Audience Segmentation

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

|  |  |  |
| --- | --- | --- |
| **Audience Group** | **Needs/Expectations** | **Preferred Channels** |
| New Members | Orientation, welcome info | Email, welcome packet |
| Active Members | Event updates, benefits info | Email, SMS, social media |
| Lapsed/Inactive Members | Re-engagement, feedback requests | Email, phone calls |

### 3. Key Messages

Summarize the main messages you want to communicate.

|  |  |
| --- | --- |
| **Topic** | **Message Summary** |
| Upcoming Events | Don’t miss our upcoming event on… |
| Membership Benefits | Remember to take advantage of your… |
| Policy Changes | We’ve updated our guidelines to… |
| Member Appreciation | Thank you for your continued support! |

### A close-up of a black and blue sign  AI-generated content may be incorrect.4. Communication Channels

Identify how you'll reach members.

* Email Newsletter
* SMS/Text Alerts
* Website & Member Portal
* Social Media (Facebook, Instagram, etc.)
* Phone Calls (for high-touch communication)
* Mail (for formal communications or physical materials)

### 5. Communication Schedule

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

|  |  |
| --- | --- |
| **Frequency** | **Purpose/Content** |
| Weekly | General updates, event reminders |
| Monthly | Newsletter, performance highlights |
| Quarterly | Strategic updates, feedback surveys |
| As Needed | Urgent updates, event-specific info |

### 6. Roles and Responsibilities

Clarify who does what.

|  |  |
| --- | --- |
| **Person/Role** | **Responsibility** |
| Comms Coordinator | Drafts and sends messages |
| Membership Manager | Updates member contact list |
| Social Media Lead | Posts on social platforms |

### 7. Feedback & Evaluation

Describe how you'll measure success and gather feedback.

* Open/click rates on emails
* Member engagement at events
* Feedback forms or surveys
* Follow-up calls for feedback

### Questions?

Reach out to Annie Drinkard, CEC’s Communications and Publications Director via email adrinkard@exceptionalchildren.org

