

Step 3: Mobilize

Communications Plan Template

How to use this template	
Why would you use this template?	Use this template to identify key audiences who need to be aware of your strategic and implementation plan, and define the tools, formats, timelines, and content for each
When would you use this template?	When you are preparing for the launch of your strategic or annual plan and to manage ongoing communications

Intended Audience	Communications process				Content to be covered		
	Communications tool	Date	Format	Lead	Initiative 1	Initiative 2	Initiative 3
Board of Directors	<i>List type of communications tool (e.g., meeting, email, forum, etc).</i>	<i>MM/YYYY</i>	<i>Describe form and venue of delivery</i>	<i>Designate leader for each tool</i>	<i>List issues to be covered within each related initiative</i>		
Executive Team (i.e., CEO/ED, CFO, COO)							
Management Team (i.e., Executive Team plus program/functional directors)	<i>EXAMPLE: Meeting of 100 managers, presentation by CEO</i>	<i>June 2011</i>	<i>In-person presentation</i>	<i>CEO</i>	<i>Review outcomes and objectives</i>		
All Staff	<i>EXAMPLE: Emailed video and presentation to all staff</i>	<i>May 2011</i>	<i>Video</i>	<i>CEO, COO, and Chairman</i>	<i>Launch strategy</i>		
	<i>EXAMPLE: Managers to hold sessions</i>	<i>July 2011</i>	<i>In-person discussion</i>	<i>Division heads</i>	<i>Detailed work planning</i>		
	<i>EXAMPLE: Monthly newsletter with stories on progress</i>	<i>Monthly, starting July 2011</i>	<i>Email</i>	<i>COO</i>	<i>Monitoring, performance measurement, and recognition of progress</i>		
External Community							