Communications Planning Template

|  |  |
| --- | --- |
| **Communication Plan for** |  |
| **Overall Communications Objective** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Audiences** | **Communication**  **Goal/Objectives** | **Key Messages** | **Tactics and Strategies** | **Measures of Evaluation** |
| **Contact Info (if relevant):** |  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |