



Strategic Communications Planning

Who knows about you?

Who needs to know about you?

How do you find them?

What do you want to tell them?

What do you want them to do about it?

A strategic communications plan helps an organization share a clearly defined message with everyone involved with that organization -- internally and externally. It is an intentional process that looks at what each audience within the group needs to hear from you.

The steps in the process include:

- Clearly defining your message
- Analyzing your internal and external target audiences
- Defining the goals for each of your audiences
- Identifying the communication outlets best tailored to each audience and in alignment with your budget.
- Identifying ways to get feedback to determine the effectiveness of your messaging
- Creating an implementation plan for delivery to your target audiences

Strategic Communications Planning is done in collaboration with Just in Time! Communications. Just in Time! is passionate about helping nonprofits communicate better, increase visibility, raise more money, and make a bigger difference. For more information email Bonny Anderson at banderso1066@earthlink.net or contact Donna Melton at www.jitcommunications.com
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