

# Marketing & Comms Toolkit

## **TOOL 3: COMMUNICATION PLAN**

Using the table you created for your stakeholder mapping exercise in tool 2, you can now produce your communication plan:

1. Look down the column headed “How do they prefer you to communicate with them?” and identify the method of communication..
2. Include each type of communication you produce. Add new rows for each copy of the same communication your produce. Clarify the purpose of each one. For instance, you might have more than one enews bulletin because you send different information to different audiences.
3. Review whether these are still the best methods of communication for that audience if you have not asked them recently. Consider whether you could introduce a new method for a particular audience in order to keep up with new trends and technology used by different audiences.
4. Add a new row for each occurrence of a type of communication in any one year. For instance, a monthly newsletter would be entered on 12 separate rows, one for each month of the year. This enables you to sort your plan in date order based on the final column which is the publication date.
5. Your distribution method will inform your budget (printing, postage, telephone) – as will the staff or volunteer hours spent on each method.



Communication method (e.g. e-news, leaflet, website)	Description	Purpose	Frequency (eg monthly)	Audience (eg volunteers, trustees, people subscribing to your e-news)	Responsibility (e.g. staff member, volunteer or task group)	Distribution method (e.g. courier, by hand, web-based)	Publication date

### IMPORTANT TO NOTE

If the purpose of a type of communication does not relate to your aims, mission and objectives, it is time to consider whether it is necessary. It is worth reviewing the type of communications you use regularly, as technology changes and your audience's preferred communication methods may change too.

As more people are using digital devices, they might want to see greater use of social media and groups rather than a printed newsletter or PDF by email. They might also prefer to receive a Tweet from your Twitter page rather than a leaflet to tell them about a forthcoming event.

