

7 Steps to Building a Communications Plan

- **Step One:** Define Your Goal
- **Step Two:** Research
- **Step Three:** Set SMART Objectives
- **Step Four:** Identify Your Target Audience
- **Step Five:** Develop Key Messages
- **Step Six:** Identify Strategies & Tactics (including Tools, Budget & Timeline)
- **Step Seven:** Evaluate



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Activity Ideas

Research: SWOC Analysis

Pull together a team from your organization. Together, jot down **Strengths, Weaknesses, Opportunities, Challenges** related to your organization as it relates to increasing donations.

SMART Objective

Create one SMART objective for the 2024 Giving Challenge that is: **Specific, Measurable, Attainable, Relevant, Timebound**

Target Audience

Jot down one of your **target audiences** for the 2024 Giving Challenge. Brainstorm their demographics and possible ways they might get their news.

Strategies, Tactics & Tools

Using the target audience that you identified in the last activity, write down: A key message for that audience, a strategy, a tactic and a tool