Activity 1: Creating a Communication Strategy and Message

**Instructions:** Use the following chart to develop a communication strategy and message that will speak to the community, garner its support and ultimately help sustain your work.

- **What is our purpose?**
  - What do we hope to accomplish through our communications strategy?
  - If we have multiple goals, what different approaches must we take to achieve each purpose?

- **Who is our audience?**
  - What are the audience’s interests with respect to our programs or services?
  - What are the best ways to reach the audience?

- **What is our message?**
  - What will be the content of our message?
  - What experiences do we want our audience to have when hearing or seeing our message?
  - What will our message look like (i.e., informational, educational, persuasive or inspirational)?

- **How will we deliver the message?**
  - How will our message best reach its intended audience?
  - What medium should we use to deliver the message? (i.e., by phone, in person, by letter, etc.)

- **Is the message relevant?**
  - Does our message and delivery match the community’s needs and interests?
  - Have community needs, interest or demographics changed?
  - If yes, how does that affect our message and communications strategy?
  - What changes, if any, do we need to make to our approach or message so that it’s relevant for the audience?