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?	Who is our audience?	What is our message?	How will we deliver the message?	Is the message relevant?
• 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?	• What are the audience's interests with respect to our programs or services? • What are the best ways to reach the audience?	• 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 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.)	• 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?