

# Outline of a Sample Communications Plan

1. Situation
    - A. Clear statement of the church's vision/mission
    - B. Clear statement of the purpose of the communication strategy to meet the vision/mission and people's needs
    - C. Relevant research findings
  2. Objectives: What do we want to accomplish?
  3. Communications
    - A. Who is the target audience?
    - B. What message do we want to convey?
    - C. What forms of media will best communicate the message to the intended audiences?
  4. Implementation
    - A. Who is going to do each task?
    - B. What is the timetable for these actions?
    - C. Who is responsible for monitoring or coordinating the effort?
    - D. What could go wrong and how will we respond if it does?
  5. Budget: What will the effort cost in finances, time, and volunteers?
  6. Evaluation: How will we assess what we did?
  7. Where will we go from here?
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