



# COMMUNICATION PLAN

For Fundraisers, Club Activities, Educational Campaigns and more

## IDENTIFY

PROJECT/PROGRAM: \_\_\_\_\_

DATE(S): \_\_\_\_\_ TIME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

CHAIR: \_\_\_\_\_ PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**TARGET AUDIENCES:** (List all groups you want to reach with this event – participants, beneficiaries, sponsors, etc.; common ones are listed; you may have primary and secondary targets)

	Club members		Other:
	Families/friends of members		
	Other Rotary Clubs		
	Rotary District		
	Other non-profits (which?)		
	Local business owners		
	Govt agencies/city		
	Elected officials		
	School administrators		
	Youth (ages _____)		
	Media		

## ENTICE:

**Goal of this project:** (The overall desired outcome)

**Objectives:** (Specific results you plan to achieve)

## EDUCATE:

**Key Messages:** (Convey purpose; reinforces objectives; short and simple; memorable; may be different messages for different target audiences)

## ENGAGE:

**Strategies and Tactics:** (How? Specific ideas and tasks, with timelines. Provide...inform...encourage...use...)

## IMPLEMENT:

**Communication Tools** (What resources do you have? Common ones are listed. )

	RESOURCE	DEADLINE	WHO	NOTES	BUDGET
	Club website				
	Club newsletter				
	Club e-News				
	District website				
	District newsletter				
	QuickNotes (Friday e-blast)				
	Flyers/Posters				
	Chamber of Commerce				
	Signs/banners				
	Presentations				
	Event program				
	Press release				
	Newspaper1				
	Newspaper2				
	Newspaper3				
	Radio1				
	Radio2				
	Radio3				
	Promo items				