



## Strategic Communications Planning Worksheet

For \_\_\_\_\_ Date: \_\_\_\_\_

Goal: \_\_\_\_\_

<b>Audiences</b> <i>People necessary to accomplish goal</i>	<b>Outcomes/ Measures of success</b> <i>What you want each audience to do</i>	<b>Messages</b> <i>What each audience needs to know in order to produce outcomes</i>	<b>Vehicles</b> <i>Best ways to carry messages to each audience</i>	<b>Notes</b> <i>(Deadlines, responsibilities, costs, considerations)</i>