



Strategic Communications Planning Worksheet

For _____ Date: _____

Goal: _____

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