

08

**Fall**

Communications Plan

Foundry <Community Name>

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Purpose of This Document

This document is intended to help upcoming Foundry centres develop a strategic communications plan and communication activities. Communications plans vary in style and formats. This is optional for sites – if you have a style you prefer, please feel free to use it. If you would like assistance in filling out this template or support in communications planning, please contact Foundry Central Office for communications support. A communications plan is considered a “living” document and should be continuously updated and adjusted as new information is available.

Overview

A short synopsis of where you are now.

[Enter Text Here]

SWOT Analysis

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| Strengths of your organization. What can help you achieve your objectives?  [Enter Text Here] | Weaknesses of your organization. What might hinder your ability to reach your objectives?  [Enter Text Here] |
| Opportunities | Threats |
| External factors that may help you reach your objectives.  [Enter Text Here] | External factors that may negatively affect your ability to achieve your objectives.  [Enter Text Here] |

Communication Goals

This could be what you want people to do differently, desired behaviour changes, etc.   
Long-term and should support organizational goals.

Examples:

* Key audiences are aware that Foundry is coming and understand what Foundry centre will offer; and
* Foundry’s brand is recognizable throughout the community.

Communication Objectives

Objectives should be SMART (strategic/specific, measurable, achievable, realistic, time-bound).  
Objectives are short-term steps to achieve your communication goals. It may be easiest to divide into short-term (e.g., before centre launch) and long-term (e.g., post centre launch).

Examples:

* Raise $X and gain # new donors by [date]
* Engage # new youth and families in a Foundry planning committee by [date]
* Sign # new contacts up for email updates by [date]
* Identify # new potential community partners and champions by [date]

|  |  |
| --- | --- |
| Communication Goal 1 |  |
| Objective 1 |  |
| Objective 2 |  |
| Objective 3 |  |

Align objectives with communication goals

Primary Audiences

|  |  |
| --- | --- |
| Audience 1 | Who are you trying to reach (avoid using “general public”) |
| Desired Action | What do you want them to do? |
| Key Messages | What do they need to know? How do you make the message resonate with this specific audience? Try to frame messages from your audience’s values. Messages can be persuasive or informative. |

|  |  |
| --- | --- |
| Audience 2 |  |
| Desired Action |  |
| Key Messages |  |

|  |  |
| --- | --- |
| Audience 3 |  |
| Desired Action |  |
| Key Messages |  |

Communication Channels

These are channels through which you can reach your audiences. These can be people, places or things.

Examples:

* People: Peers, respected authority figures
* Places: Schools, community centres, coffee shops, counselling offices, libraries
* Things: Social media, website, news media, e-mail

Tools/Tactics

These are the events, activities and materials used to deliver messages through your chosen channels.

Examples:

* Community events
* Open house
* Press conference
* Meetings
* Presentations
* Newsletter
* Direct mail
* PSA
* Posters, flyers, brochures
* Press release
* Info booth/display table
* Billboards/advertising
* Infographics
* Building on existing events
* Site tours

Audience Strategies

Fill out for each audience.

|  |  |
| --- | --- |
| Audience |  |
| Messages |  |
| Channels |  |
| Tools & Tactics |  |

Key Dates/Milestones

Key dates or important milestones to consider. These could be opportunities to leverage.

Examples:

* Local announcement of funding
* Major Foundry provincial announcements and/or campaigns
* Donor announcements/events
* Site opening
* Site one-year anniversary

Implementation

Build out an implementation plan using a similar template as below. This can be embedded in this document or attached as a separate, living document.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Date | Task | Person Responsible | Budget | Resources Needed | Status |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

Monitoring

How will you track your progress? When will you monitor? How often?

[Enter Text Here]

Evaluation

How will you measure success? What does success look like? When will you evaluate?

[Enter Text Here]