

## Simple Communication Plan Template

**Problem/Challenge/Opportunity:**

*(Keep it at a high level, one or two sentences)*

**Situation Analysis:**

*(What we know based on the research? Don't forget to include what you know about audience information preferences)*

**Goals:**

*(Broad goals for overall plan – audience specific objectives come later)*

**Audience** \_\_\_\_\_ *(Repeat for each audience)*

**Messages**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Objectives	Tactics/Tools	Evaluation
1.		
2.		
3.		