



# Communication Planning Template

**Communication Objectives:** Write your communication objective(s) below. These objectives are “top level” statements that encompass the intended goal of this communication plan. In other words, if this plan is successful, what will your audiences understand, believe, and do as a result.

**Communication Objective:**

**If this plan is successful, my audiences will:**

**Believe:**

**Understand:**

**Do:**



**Audience & Value Proposition:** Input your targeted audiences and value proposition statements (from the “Value Proposition Canvas,” Step 1, Critical Strategy).

**Message (story):** Carefully consider each message/story that you will use to motivate your audiences to support your program/project. Messages must be based on how your proposed program/project provides value to your audience and they must tie into your communication objectives. Messages can build on value proposition statements to include more persuasive language and narrative.

**Audience**

**Value Proposition:**

**Message:**

**Date:**



**Audience**

**Value Proposition:**

**Message:**

**Date:**



**Audience**

**Value Proposition:**

**Message:**

**Date:**

