



# Communications Planning:

Bringing the People You Need from A to B

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# Today's Presentation

1. Why you need a communications plan
2. Strategy and messaging basics (the prerequisites)
3. Essential elements of a communications plan
4. Let's do it!

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# Why Do You Need a Communications Plan?



## **3 reasons you need a communications plan**

1. Big ideas
2. Limited budget
3. Multiple stakeholders

**But first...**

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# The prerequisites



# The prerequisites

1. Strategic plan
2. Brand & messaging strategy

# Strategic Plan

(A → B)

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## Key questions to ask your team

1. What's your "why"? Why does the org exist? Why should people support it?
2. What does the world look like once your organization achieves its work?
3. If resources (financial and human) weren't an issue, what would your organization do?
4. Why should donors support your organization?
5. What are the goals you need to accomplish to make your vision a reality?



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# Brand & Messaging Strategy

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# Brand & messaging strategy

## Who to ask

- Donors
- Board members
- Program staff
- Executives
- Volunteers



# Brand & messaging strategy

## What to ask

- How would you describe our organization to a new friend?
- What makes you different from other similar organizations (name a few)?
- If we could have anyone as a spokesperson (fictional, real, living, deceased) as a spokesperson, who should it be? Why?
- What is our only statement?

# An inside look

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## Neighbor

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Respect  
Fairness  
Belonging  
Friendship



## Magician

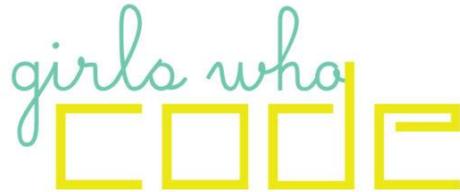
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## Rebel

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Leadership  
Risk-taking  
Revolutionary-thinking  
Bravery  
Progression



## Hero

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Strength  
Achievement  
Self-sacrifice  
Courage  
Redemption

# Our Brand is *The Sage*

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Self-Knowledge | Growth | Reflection | Wisdom | Clarity



**Sisterhood for  
self-discovery.**

# The Only Statement

\_\_\_\_\_ is the only female empowerment organization that leads girls and women of any age to discover, value, and advocate for their authentic selves—independent from accomplishments and aspirations—while developing a lifelong supportive sisterhood.

Other organizations work to identify girls' strengths, but do so as a service to something more: developing future leaders or filling traditionally male-dominated professions.

\_\_\_\_\_ stands out by placing the unique girl—not what she hopes to accomplish—at the center.

For \_\_\_\_\_, a girl's or woman's strengths serve her no matter where she wants to take them—whether it's working as a tradesperson, managing her home, or dominating Wall Street. Ignite prepares girls and women to be resilient so they can stay true to who they are and make confident choices for their lives.

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# Essential Components of Your Communications Plan



## The 4 strategic components of a communications plan

1. Your organizational goals
2. Your communications objectives
3. Your audience(s)
4. Your message(s)



**The 4 strategic  
components of a  
communications plan**

- 1. Organizational goals**
- 2. Communications objectives**
3. Your audience(s)
4. Your message(s)





## Communications objectives: an example

### Organizational Goals:

1. Expand in-school service partnerships to ABC County
2. Launch school-based peer support groups for LGBTQ+ teens
3. Increase fundraising revenue by \$50,000



## **Communications objectives: an example**

### Communications Objectives:

1. Grow mailing list to include ABC county school officials
2. Develop content-sharing relationships with behavioral health providers serving teens
3. Increase donations sent in response to newsletter



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# Your Turn

**Breakout groups: 10 minutes**

1. Introductions
2. Share your organizational goals and ideas for communications objectives to support
3. Provide feedback to others based on your experiences
4. Return and share an example



## The 4 strategic components of a communications plan

1. Your organizational goals
2. Your communications objectives
- 3. Your audience(s)**
4. Your message(s)





## Audience Personas: Who is this for?

Name + photo

How do they spend their day?

Role they play with your org.

What do THEY want to achieve through your org?

Demographics

Beliefs about society

Family and relationships

What drives them to your org?

What communications channels do they use (ie. social media, email, direct mail).



## The 4 strategic components of a communications plan

1. Your organizational goals
2. Your communications objectives
3. Your audience(s)
4. **Your message(s)**



# An inside look

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# Key Message

**Healthy Development  
is on all of us.**

# Execution of the Message

## Youth

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Healthy development is your right - protected by law.

You are your best advocate.

You are not alone.

## Caregivers & Social Workers

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Start the conversation.

Use the resources.

*Facilitate* care and education.

## Healthcare Professionals

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Know the law.

Respect intersectional identities.

Use the resources.



**3 tactical  
components of a  
communications plan**

1. Tactics
2. Budget
3. Responsibilities



**3 tactical  
components of a  
communications plan**

- 1. Tactics**
2. Budget
3. Responsibilities





# Your Turn

**Breakout groups: 10 minutes**

1. Introductions
2. Share ideas for tactics that could help you reach your objectives with your audience
3. Provide feedback to others based on your experiences
4. Return and share an example



**3 tactical  
components of a  
communications plan**

1. Tactics
- 2. Budget**
3. Responsibilities



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**3 tactical  
components of a  
communications plan**

1. Tactics
2. Budget
- 3. Responsibilities**



# Next steps

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## Next steps

1. Complete your plan
2. Get buy-in
3. Create a timeline
4. Assess. Tweak. Try something new. Reassess.

***“Don’t let perfect be  
the enemy of good.”***

-Voltaire



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# Let's connect.

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