



# Developing Your Communications Strategy and Plan

Mapping your steps to success

## Introductions



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## Training Objectives

- Deepen our understanding of a **communications plan** and **strategy**, and what makes them different
- Explore case studies and examples of **successful communications plans** in action
- Practice using a **work planning template** and set of strategic questions

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“

Give me six hours to chop down a tree and I will spend the first four sharpening the axe.

”

**ABRAHAM LINCOLN**

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## Washington Voting Justice Coalition



## COMMUNICATIONS STRATEGY

### A Successful Strategy

- Shared **vision** and **principles**
- **Audience** segmentation
- Political and cultural **context**
- Short-term and long-term **power building**
- **Framing** your message

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“

The job of an effective message isn't to say what is popular; it is to make popular what we need said.

”

ANAT SHENKER-OSORIO

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### Communication Strategies

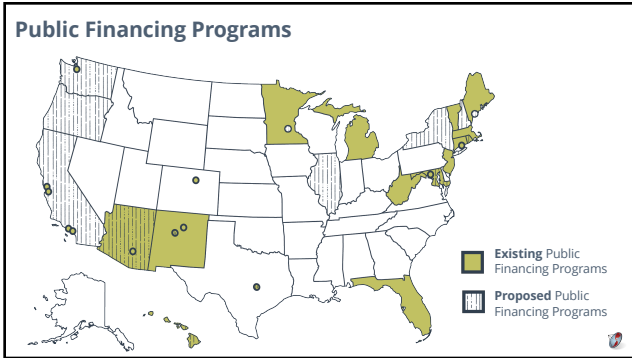
- Proactive Strategy
- Crisis Strategy
- Rapid Response Strategy

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### Example: WA Voting Justice

- Translate systemic voting barriers to real-life voting challenges
- Lead with our shared values
- Avoid the voter suppression and fraud trap
- Use messages that cross cultures and communities
- Frame increased participation as a tool to create change on other important issues

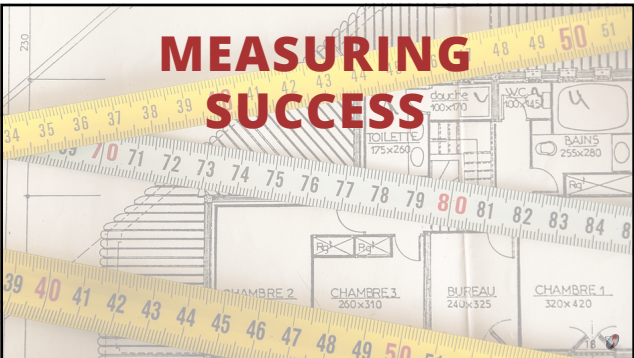
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# COMMUNICATIONS PLANNING

- ### A Successful Plan
- Outcome driven
  - Measureable goals and objectives
  - Timeline and deadlines
  - Clear roles and responsibilities
  - Resources allocation
  - A process that builds buy-in

- ### 3 Types of Plans
1. **Project-specific** plans
  2. **Short-term** plans
  3. **Long-term** plans





**Work Plan**

**Outcomes & Strategies:**  
What are the three core outcomes you are working to achieve? What are the strategies that will guide how you achieve those outcomes?

1. Strategies:
  -
2. Strategies:
  -
3. Strategies:
  -

**Communications Strategy:**  
Add additional information and link to documents here, including messaging guides, audience analysis, and important dates.

**Work Plan:**  
Breakdown the outcomes and strategies into individual projects or tasks. Estimate how much time it will take you to complete each project or task, identify a deadline, and assign roles to the team.

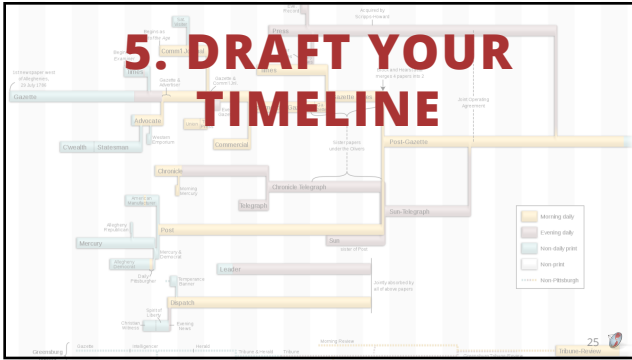
Project & Tasks	Time	Deadline(s)	Lead/MOCHA

**General Timeline:**

Major Projects & Tasks	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Notes

**Roles & Responsibilities:**





**GROUP ACTIVITY: 5 STEPS TO SUCCESS**

- Group Activity!**
1. Break up into teams
  2. Using a scenario, work together to answer five questions
  3. Take risks and be creative

**DEBRIEF**

