

Communications 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

-
-

Supplementary Info Add any additional information to keep in mind below, including messaging guides, audience analysis, and important dates.

Roles & Responsibilities Who is responsible for approving budget decisions? Signing off on press releases? And so on.

Work Plan

Break down 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

General Timeline

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

Budget

Item	Budget	Actual	Notes