

# Developing a Communications Strategy Worksheet

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## Instructions

1. Break up into small teams
2. Review the scenarios below and choose one
3. Work together to answer the five questions below

## Scenarios

### Option 1: Automatic Voter Registration

You and a small team of other League of Women Voters volunteers are preparing to launch a legislative effort to advance automatic voter registration in New Hampshire. It's late November and your campaign will focus on advocating for legislation during the upcoming legislative session, which starts in early January and tends to go until April or May. You have already recruited a small coalition of other organizations, including local labor unions, an environmental group, and other good government organizations who want to help. The launch will focus on a large kick-off event in your state's capital that's happening in six weeks. After that, the plan is vague on how you plan to communicate with the public about the AVR legislation and what your team will prioritize. You and the team are meeting to discuss your communications strategy and plan. Work together to answer the five questions below.

### Option 2: Voter Registration Drive

You and a small team of other League of Women Voters volunteers are preparing to launch a voter registration drive in Texas. You have five months until the next election and four months until the voter registration deadline. Your team is tasked with developing a communications strategy and plan to get the word out to eligible voters, including information on how to register, important dates, and positive messages about the importance of voting and participating in our democracy. You want to engage new voters and people who need to update their voter registration information (e.g. people who recently moved). You and the team are meeting to discuss your communications strategy and plan. Work together to answer the five questions below.

## 5 Steps to Success

1. **Define your goals.** What are you trying to achieve? Identify 1-3 outcomes and the tactics you will use to achieve success.

Outcome 1:

Tactics to achieve Outcome 1:

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Outcome 2:

Tactics to achieve Outcome 2:

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Outcome 3:

Tactics to achieve Outcome 3:

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**2. Target your audience.** Who do you need to engage or persuade in order to achieve your goals? Identify three groups of people and think about where they get their news and information.

Group 1:

Where do they get their news and information?

Group 2:

Where do they get their news and information?

Group 3:

Where do they get their news and information?

- 3. Develop your message.** Lead with your values and draft three talking points that frame your vision for the future, the problem at hand, and the solution you are advocating for.

Vision:

Problem:

Solution:

- 4. Assess your resources.** Who is on your team and what skills do they have? What is their capacity?

What is your available budget? How will you spend it? What budget do you need to achieve success?

- 5. Draft your timeline.** Begin the process of creating a timeline to guide your communications plan. List important dates that are out of your control that will impact your timeline (e.g. a local election, legislative session, or major event). Plan backwards from the end date and identify important deadlines that your team needs to meet in order to stay on track.