

COMMUNICATIONS PLANNING CONSIDERATIONS

OBJECTIVE	<p>What are you/your organization or tribal program trying to accomplish? (Be as specific as possible. Are you trying to promote an event? Launch a new project? Raise \$5,000 for the organization?). Feel free to list one to five objectives.</p>
AUDIENCES	<p>Whom do you need to reach for your objective to be successful? Who are the key decision-makers in carrying out each objective?</p>
CONTEXT	<p>What context is helpful to consider? Do you feel like you have enough time/staff? What is your budget? What do you see as your biggest opportunity? What do you fear could go wrong?</p>
MEDIUMS	<p>How do you/your organization/tribal program currently communicate with your audience(s)? List out the communications vehicles you currently have available (e.g. email list, radio, fax, in-person conversations, Facebook, etc.)</p>
MEASUREMENT	<p>What would success look like to you? Is there a number that indicates success? (Attendance, dollars, growth, number of constituents reached, etc.)</p>