

COMMUNICATIONS PLANNING WORKSHEET

GOAL	AUDIENCES	CONTEXT	MESSAGE	MESSENGER	DISTRIBUTION	MEASUREMENT
<p>Example:</p> <ul style="list-style-type: none"> • 200 people attending the grand opening 	<p>Examples:</p> <ul style="list-style-type: none"> • Parents w/kids • Tribal elders • Teenagers 	<p>Examples:</p> <ul style="list-style-type: none"> • \$5K flexible grant • Executive Director: 15 hours/week • Might be snowy... • Biggest event of the weekend • New website/ • Facebook 	<p>Main Message:</p> <ul style="list-style-type: none"> • Native American Arts is holding the grand opening of its arts and culture center on January 6. • Example Target Message - [To Parents]: The event will feature delicious food and kid-friendly entertainment early in the evening. 	<p>Examples:</p> <ul style="list-style-type: none"> • Local radio host • Tribal elder 	<p>Examples:</p> <ul style="list-style-type: none"> • Announcement on radio show • Press release to indigenous and other media • Youth volunteers = Instagram • Posters! 	<p>Example:</p> <ul style="list-style-type: none"> • 200 community members attend the grand opening of the center • Announcement on radio show • Posters in 50 businesses/community gathering spots • ___# of posts announcing the event on organization's social media channels