

BUILDING a Useable **Association Communications Plan**

1. Communications Goals

- What are your 1 or 2 main organizational goals?
- What are 1 to 2 communications goals that will link your communications to your organization's big goals?

2. Benchmarks | Measures

- How will you verify that your messages meet up with what your members most need?
- What are 3 to 5 specific measures will help you monitor your success?
- How will you measure your progress? Consider 2-3 ways to do this.

3. Situation Analysis

- Why is this plan so important?
- What will this plan fix?

4. Target Audiences

- Who are the 1 to 3 important member segments that you most want to engage to help you meet your communications goals?
- What are the worries and needs of each group?

5. Key Messages | Calls to Action

- Your value proposition: Why should your target audiences care?
- How do you answer "so what" inside your communications?
- Are you clear about what you want the reader to do next?

6. Strategies

- How will you link your goals to your audiences – and to your calls to action?

7. Tactics

- What tactics will you use to deliver your messages?
- How will you operationalize your strategies?

8. Managing The Plan

- Systems to make sure you follow your new plan
- Assigning accountability

9. Rules

- Have you established rules for your writing so that every communicator is following them?
- Are you following branding and publishing standard?
- Are you checking to make sure you are most relevant to your audience(s)?

10. Resources

- What will it take to implement the plan?