

## **Communication Plan**

**Situation or event:**

**Purpose Statement: (one sentence)**

**Target Audiences for Communication efforts:**

**What message do you want to communicate?**

**Tools to use (Six times and three ways):**

**What communication barriers do we anticipate and how can we overcome them?**

**Implementation: (Who, What, and When)**

**Communication Budget: (What will it cost and how will we pay for it?)**

**Follow up:**

- A. How will we assess what we did?
- B. Do we need immediate follow-up?
- C. What will we do differently next time?