

The Dirty Dozen Rules Of
Developing a Communication Effort

PLANNING STEPS

WORKSHEET

STEP 1 IDENTIFY & SET GOALS

Goal 1: _____

Goal 2: _____

Goal 3: _____

Establish Criteria for
Selecting Issues and Identify Issues

Criteria 1: _____

Criteria 2: _____

Criteria 3: _____



STEP 2 ANALYSIS

Strengths: _____

Weaknesses: _____

Impediments: _____

Identify Your Internal Capacity

Staff: _____

Board: _____

Natural internal partners: _____

Look at Your Program

Natural external partners: _____

Existing relationships: _____

Links with target: _____

STEP 3 IDENTIFY POTENTIAL TARGET AUDIENCES

Influencers: _____

Top internal audiences: _____

Top external audiences: _____

STEP 4 STRATEGIES

Strategy 1: _____

Strategy 2: _____

Strategy 3: _____

STEP 5 TACTICS

*What methods will you use
to complete strategies?*

Who will do it: _____

With what resources: _____

Timeline: _____

STEP 6 DATA AND INFORMATION

Who currently has what data: _____

What data needs to be developed: _____

What story can you use to make your point: _____

Who is doing similar things in the community: _____

STEP 7 MESSAGES

Test/pre-test messages: _____

Media audit: _____

Listen: _____

How much do you need to distinguish
messages between audiences?

Core Messages: _____

Tailored for audience 1: _____

Tailored for audience 2: _____

STEP 8 MESSENGER

Most Persuasive: _____

Most Credibility: _____

STEP 9 SHARE

Who do you share your messages with?

Staff: _____

Board: _____

Friends: _____

How should you share your messages?

STEP 10

MATERIALS

Training: _____

Online: _____

In Print: _____

Presentations: _____

Handouts: _____

Messenger Materials: _____

Partner Materials: _____

Media Kit: _____

STEP 11 EVALUATION

What is measurable?

Goals: _____

Outcomes: _____

Short-Term Benchmarks: _____

Long-Term Benchmarks: _____

How do I know if it's working?

Surveys: _____

Constituent Feedback: _____

STEP 12 START AGAIN

Based on Steps 1-11

Evaluate effectiveness: _____

Make changes: _____

