

Communications Plan on a Page



Make clear the main aim of each phase of your communications campaign

Divide your campaign into distinct periods of time

Be as precise as possible when defining the people or organisations you need to communicate with

PHASE 1:	September to December	PHASE 2:	January to June	PHASE 3:	July to December
Objectives					
e.g. launch share offer and raise £200k		e.g. build customer, supplier, volunteer & partner base		e.g. fill the pub with customers	
Audiences					
Village residents Friends & Family Funding and grant giving bodies		Shareholders Village residents Local breweries and food suppliers Local businesses		Residents of village and neighbouring villages Local media	
Key messages					
The White Swan. A Great Pub. A Greater Community.					
Save Our Swan! We have just six weeks to raise the money This is your chance to own a great pub in a great village		Help Build Our Swan! Tell us what will make this a great pub for you Volunteer to help make this a great pub		Your White Swan is open!! The White Swan is your pub - use it or lose it!	
Communication channels					
Face to Face / advocacy Flyers Banners Facebook, Twitter Village newsletters e-news & email Website Pop up events		e-new & email Facebook Twitter Instagram Village newsletters Volunteer events Website		Advertising Flyers & Posters Banners Twitter Facebook Instagram Village newsletters & e-news Press releases	

Secondary messages will become relevant at different phases of your campaign. Make them simple and direct.

Different ways of communicating may be more relevant at different times and for different audiences

It is helpful to have one overarching key message that can be used across all your communications

Communications Plan on a Page



Simply complete the plan by selecting the editable fields.
Alternatively, you may prefer to print a copy.

PHASE 1:	PHASE 2:	PHASE 3:
Objectives		
Audiences		
Key messages		
Communication channels		