# Communications Plan

*Name of Initiative Here*

*This template will help you to develop a communications plan to ensure the change is implemented well.*

*Taking the time to complete this template will ensure that the messages are consistent and appropriate across the organisation, and that no groups are overlooked.*

*Use the sections below to identify the main details. The table on page 2 will then guide you to develop communications appropriate for each impacted group. You can add or remove sections as you need them.*

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| **Key Message(s)** |
| *Include here the key message(s) you want to communicate. This should be a simple sentence for each key message.*  *Key messages should be included in the calendar below, along with more detailed message information* |
| **Key Milestones & Deadlines** |
| *Include important dates. Communication should happen early and often. Include when each group or sub-group should receive this communication.* |
| **Mandatory Inclusions** |
| *Logos, links to website,*  *What are the essential elements that must be included in the communication (E.g. a logo, contact details, a particular call-to-action)?* |
| **Impacted Groups** |
| *Copy and paste the list of impacted groups from the impact assessment (LEARN stage) into this box. Ensure that each of these groups is included in the communications plan.* |
| **Communications Budget** |
| *Include here budget details. How much is budgeted? Estimated costs of developing and then delivering the communication plan.* |

Communications Calendar

Project Name Here

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| **Timing**  When (& how often) | **Audience**  To Whom? | **Medium**  How will the information be communicated? | **Message**  What specific message(s) will be delivered? | **Sender**  Who? |
| Late September | Existing board chairpersons | Group presentation | Detailed explanation of changes to the boards and governance structure including new expectations with opportunity for Q&A | Presented by either CSiC or SBA, supported by SCU |
| 30 September | All current board members | Email - detailed information pack | Information pack explaining changes to boards structure. Includes notification to members of closing boards that board will conclude at end of year. | Emailed from CSiC |
| 30 September | All officers and employees | Newsletter – simple information pack | Key information distributed via Forward Together email newsletter | FT Newsletter |
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