

ATTACHMENT 4: COMMUNICATIONS FORMAT TEMPLATE

Select the best communication format(s) for each audience group using the templates below. Here are some potential communications formats that you can consider:

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| <ol style="list-style-type: none"> 1. One to one, in person 2. One to one, by phone 3. Posters in public places 4. Brochures 5. Letters 6. Email | <ol style="list-style-type: none"> 7. NPO Website 8. Blog 9. Social media 10. Text messaging 11. Presentations at meetings, conferences or workshops 12. Contributing articles to magazines, newspapers or on-line blogs published by others |
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Consider opportunities to collaborate with other NPOs with similar missions, sending joint communications. By combining communications budgets, you may be able to afford to communicate more often and to reach more people with your message.

Note: This worksheet has space for 4 audience groups. Your NPO may identify just two main audience groups (beneficiaries and donors), or it even have more than 4 main audience groups. If you have more than 4 audience groups to work with, make copies of this template.

Audience Group #1

| Name of this audience group: | |
|---|--|
| 1. Message to communicate to this audience group (from Attachment 3) | |
| 2. How does this audience group get its information? | |
| 3. Where and when are people in this group most likely to give you their attention? | |

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|---|--|
| 4. Taking into account the answer to questions (2) and (3), what communication formats are best for reaching this audience? (See list above) | |
| 5. Practical implications of these communications formats (costs, technology requirements, etc.) Which are practical for your NPO to use, and which would be unrealistic due to financial or technological limitations? | |
| 6. Communication format(s) that our NPO will use to communicate with this audience (taking into account answers from 4 and 5) | Communication format: |
| | Frequency: |
| | NPO staff person responsible for this communication: |

Audience Group #2

| | |
|---|--|
| Name of this audience group: | |
| 1. Message to communicate to this audience group (from Attachment 3) | |
| 2. How does this audience group get its information? | |
| 3. Where and when are people in this group most likely to give you their attention? | |
| 4. Taking into account the answer to questions (2) and (3), what communication formats are best for reaching this audience? (See list above) | |
| 5. Practical implications of these communications formats (costs, technology requirements, etc.) Which are practical for your NPO to use, and which would be unrealistic due to financial or technological limitations? | |

6. Communication format(s) that our NPO will use to communicate with this audience (taking into account answers from 4 and 5)

Communication format:

Frequency:

NPO staff person responsible for this communication:

Audience Group #3

Name of this audience group:

1. Message to communicate to this audience group (from Attachment 3)

2. How does this audience group get its information?

3. Where and when are people in this group most likely to give you their attention?

4. Taking into account the answer to questions (2) and (3), what communication formats are best for reaching this audience? (See list above)

5. Practical implications of these communications formats (costs, technology requirements, etc.) Which are practical for your NPO to use, and which would be unrealistic due to financial or technological limitations?

6. Communication format(s) that our NPO will use to communicate with this audience (taking into account answers from 4 and 5)

Communication format:

Frequency:

NPO staff person responsible for this communication:

Audience Group #4

| | |
|---|--|
| Name of this audience group: | |
| 1. Message to communicate to this audience group (from Attachment 3) | |
| 2. How does this audience group get its information? | |
| 3. Where and when are people in this group most likely to give you their attention? | |
| 4. Taking into account the answer to questions (2) and (3), what communication formats are best for reaching this audience? (See list above) | |
| 5. Practical implications of these communications formats (costs, technology requirements, etc.) Which are practical for your NPO to use, and which would be unrealistic due to financial or technological limitations? | |
| 6. Communication format(s) that our NPO will use to communicate with this audience (taking into account answers from 4 and 5) | Communication format: |
| | Frequency: |
| | NPO staff person responsible for this communication: |