

# ATTACHMENT 6A: CONSOLIDATED COMMUNICATION PLANNING WORKSHEET

## EXAMPLE FOR THE CHILDHOOD LITERACY NPO

### NPO COMMUNICATIONS STATEMENT (FROM ATTACHMENT 1)

*Reading is fundamental for succeeding in school and for getting good jobs, but many children do not learn to read well. The Childhood Literacy NPO is dedicated to making sure that school age children learn to read. We do this by providing reading tutoring and books to Ho Chi Minh City children from low income families.*

## COMMUNICATIONS PLAN

(a) Communications format (from Attachment 4)	(b) Audience(s) receiving this communication (from Attachment 4)	(d) Partner Organization, if any, and what they will do (from Attachment 5)	(e) Method and frequency of communication	(f) NPO staff responsible for this communication
<b>Brochures</b>	Families of children who could receive tutoring	ABC Printing Service, will provide 50% printing discount	Brochures will be distributed at schools. School children will be asked to give them to their parents. This will happen twice a year, in August and February, at the beginning of the semester.	<ul style="list-style-type: none"> <li>• Mai is responsible for writing and designing the brochures.</li> <li>• Mai is responsible for contacting schools about distributing brochures to students.</li> <li>• Mai is responsible for working with the printer and delivering the brochures to the schools.</li> </ul>
<b>Fliers</b>	Families of children who could receive tutoring.	ABC Printing Service, will provide 50% printing discount	Fliers will be posted twice a year at stores used by families with children. They will be posted at the beginning of the semester, in August and February.	<ul style="list-style-type: none"> <li>• Linh will get permission from store owners to post fliers.</li> <li>• Linh will write and design the fliers.</li> <li>• Linh will bring fliers to the store for posting.</li> <li>• Linh will remove fliers at the end of the month.</li> </ul>

<b>Community newspaper announcement</b>	Potential volunteer tutors		The announcement will run twice a year, in May and November (3 months prior to the start of the semester, so that volunteers can be trained.	<ul style="list-style-type: none"> <li>Hai will write the announcement and send it to the newspaper.</li> </ul>
<b>Website</b>	Potential volunteer tutors and donors	HCMC University IT Students Organization.	Website to be developed in November 2013, with quarterly updates.	<ul style="list-style-type: none"> <li>Vy will arrange for web hosting and domain name.</li> <li>Vy will write content for the website and work with website developer.</li> <li>Vy will develop quarterly website updates.</li> </ul>
<b>Emails</b>	Potential volunteer tutors and donors		<ul style="list-style-type: none"> <li>Emails sent to potential volunteer tutors in May and November (3 months prior to the start of the semester, so that volunteers can be trained.</li> <li>Emails sent to potential donors during annual fundraising drive in June.</li> </ul>	<ul style="list-style-type: none"> <li>Vy will develop and maintain mailing list of potential donors.</li> <li>Vy will develop and maintain mailing list of potential volunteer tutors.</li> <li>Vy will draft email for potential donors.</li> <li>Vy will draft email for potential volunteer tutors.</li> <li>Vy will send emails.</li> <li>Vy will follow up on responses from potential donors.</li> <li>Vy will follow up on responses from potential volunteer tutors.</li> </ul>

## COMMUNICATIONS CALENDAR

Use information from the Communications Plan to complete this monthly Communications Calendar.

Month and year	Scheduled communications activities
<b>November 2013</b>	Develop website
<b>February 2014</b>	Brochures complete and distributed to schools. Schools send brochures home with students. Fliers posted in participating stores.
<b>March 2014</b>	Quarterly website update
<b>May 2014</b>	Announcement in community newspaper seeking volunteer tutors
<b>June 2014</b>	Annual fundraising drive—emails sent to current and potential donors Quarterly website update
<b>August 2014</b>	Brochures complete and distributed to schools. Schools send brochures home with students. Fliers posted in participating stores.
<b>September 2014</b>	Quarterly website update
<b>November 2014</b>	Announcement in community newspaper seeking volunteer tutors
<b>December 2014</b>	Quarterly website update.