**Developing a Communications/Outreach Strategy**

**Guiding questions**

1. **Audience:** With whom are you trying to communicate? What are their characteristics? How do they relate to your work?
2. **Your needs:** What do you want this audience to do with respect to your work?
3. **Audience needs:** What do you think your audience wants from your program?
4. **Priority message:** What do you want this audience to know? Think about what is most important.
5. **Stories, data, details:** What is most interesting to your audience?
6. **Secondary messages:** Is there anything else you want this group to know? (a “nice to know” rather than a “need to know”?)
7. **Platform(s):** What is/are the best way(s) to reach this audience? How do they typically receive information?
8. **Staff and schedule:** Who on your team will do this work, and when will they do it?

**Communication Strategy Tool**

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| **Audience and Purposes** | | | |
| **Stakeholder Group** | **What do they need to know?** | **What do you want them to do with this information?** | **What is the best way to reach this group?** |
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**Additional Considerations:**

* How do each of the stakeholder audiences you have identified like to receive information?
* How often can you commit to communicating with your stakeholder groups? Be realistic!
* Think about your communication timeline in the context of:
  + Your project activities
  + Your data collection and evaluation activities
* Be strategic and prioritize. Your time, and that of your stakeholders, is valuable!