

Communications Strategy Elements for USAID Partners

Introduction

Give a one- or two-paragraph summary of the project and describe the overall purpose of, and need for, a communications plan.

Target Audience(s)

Briefly, describe the key audiences you are trying to reach between now and the end of the current year or reporting period.

Messages

List the messages that you would like to get out to each key target audience, in full sentences.

Milestones, Studies, Impact, Results

Briefly list the key activities and deliverables during the period covered under this year's strategy. Include projected dates for each.

Communications Channels and Tools

List the key communications approaches and specific tools you plan to use (information kit, press site visit, video clips, advocacy brochure, internet or social media promotion, etc.), and describe how and when they will be implemented.

Measurement

Indicate how you plan to measure the success of your communications efforts, as part of your project work plan.