

SAMPLE COMMUNICATIONS PLAN

This is a snapshot of what a communications plan looks like. A full plan would include all of the goals, objectives and strategies for your organization. In addition, a goal can contain several objectives, each of which can have more than one strategy and more than one audience.

Goal: To better serve the needs of domestic violence victims from traditionally under-served communities

Objective 1: To increase by 5 percent the number of victims from under-served communities who use our services

Strategy: To launch a new initiative aimed at serving victims living in rural areas

Primary Audience: Victims living in rural areas (List towns you plan to serve)

Tactics to reach victims living in rural areas:

- Hold a focus group of current or past survivors to get ideas on outreach
- Hold a focus group of key stakeholders in the area (police, community organizations, key leaders, etc.) to get ideas on outreach
- Design and develop a new brochure that explains the program
- Send out a brochure via direct mail to every household in rural areas
- Put up informational displays at key areas in the community (library, police department, bank, hair salons, movie theaters, churches, etc.)
- Hold individual meetings with key leaders and stakeholders in the town to develop relationships with them
- Hold meetings with key clergy member in the area to secure their support and involvement.
- Hold a press conference to launch the new initiative.
- Initiate four PSAs to each radio stations and papers that serves the rural town
- Initiate two feature stories
- Arrange to speak on six radio or television talk shows
- Initiate 25 speaking engagements at churches , schools, and civic and business groups.

Key Messages

- You are not alone; there is help
- Contact us and we will help you
- No one deserves to be abused

Evaluation factors:

- Increase in calls by victims living in rural areas
- Increase in participation by key stakeholders in the town