1. IDENTIFYING YOUR COMMUNICATION GOALS

Before you can make effective decisions about which communication channels to use, you should be clear on your goals. Be specific: "reaching out to people" is too broad, for example. This type of goal will make identifying your strategy difficult and measuring your progress all but impossible.

We've created a list of sample goals to get you thinking about your own. Check off all of the reasons why external communications are important for your organization.

- ☐ Reach a youth audience
- ☐ Promote an event
- ☐ Build excitement prior to an event
- ☐ Get people to take a particular action
- ☐ Draw traffic to a particular online resource
- ☐ Build your email list
- ☐ Solicit donations for your organization
- ☐ Get supporters to solicit donations for you
- ☐ Recruit volunteers
- ☐ Brand your staff as experts on a cause or issue
- ☐ Get your constituents to talk to each other
- ☐ Get feedback from your constituents
- ☐ Keep your supporters updated on happenings
- ☐ Build a community around an event or topic
- ☐ Let supporters publicly support your cause
- ☐ Disseminate information about an issue or topic

- ☐ Recruit new members, advocates or patrons
- ☐ Support a particular group of members, alumni, etc.
- ☐ Tell stories about the work you do
- ☐ Get press coverage
- ☐ Connect with other like-minded organizations
- ☐ Change hearts and minds on a particular topic
- ☐ Gather photos or videos from supporters
- ☐ Understand what people are saying about you
- ☐ Keep up to date with a particular issue
- ☐ Coordinate people in an action or a project
- ☐ Other _____
- ☐ Other _____
- ☐ Other _____
- ☐ Other _____
- ☐ Other _____

Now, go back through the list and choose your **top three goals** to focus on at the moment. Tailor them so they're specific to your organization (i.e., "Understanding what people are saying about Idealware") and write them on the lines below.

These goals will be your focus throughout these worksheets.

1. _____

2. _____

3. _____

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2. ENSURING "SMART" GOALS

Now that you've identified your three most important goals for communication, let's dive deeper. Define how each of your goals is "SMART": Specific, Measurable, Achievable, Relevant and Time-Based.

	Example	Goal 1	Goal 2	Goal 3
Your Goal:	Encourage more youth aged 16 to 22 to volunteer.			
Specific How will you know you've succeeded in your goal?	We'll recruit at least five more 16 to 22 year olds to cook or distribute food.			
Measurable How will you measure your success?	Increase in # of 16 to 22 year olds who say they found us on social media channels.			
Achievable Are your specific benchmarks realistic compared to past results?	We recruited two new teens last year, so this increase seems like something we could hit.			
Relevant Why does this matter to your organization?	We rely heavily on youth volunteers to staff our food pantry.			
Time-Based Over what timeframe will you achieve this goal?	By the end of the year.			

3. DEFINING YOUR AUDIENCE

When thinking about communications, it's critical to specifically define the audience you want to reach. "The general public," for example, is too vague. Each organization has many different types of constituents who can be reached through different channels. The challenge is figuring out who you really **want** to reach.

In the diagram below, brainstorm a list of all your constituents in the top box. (Having trouble coming up with constituent types? Use the word bank for ideas.)

Then, identify which of those you **could** practically reach. Write them in the second box.

Finally, write the constituents from that list who you **want** to reach in the lower box.

These represent the audience you should focus on when planning your communication activities, and as you continue to work through this workbook.

All of your constituents

Word Bank
Alumni
Board members
Card holders
Case managers
Clients
Contributors
Donors
Event attendees
Families
Former donors
Foundations
Friends
Grantees
Local businesses
Members
Newsletter readers
Partners
Past volunteers
Patrons
Those on your email list
Those on your mailing list
Those who purchase tickets
Potential donors
Press
Prospects
Resident experts
Senior citizens
Staff
Staff alumni
Store patrons
Students
Vendors
Visitors
Volunteers
Youth

People you **could reach**

People you **want** to reach

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4. BRAINSTORMING TOOL POSSIBILITIES

Consider the strengths and weaknesses of each online communications tool against your goals in order to determine which channels are right for your organization. Use this worksheet to brainstorm. Write down your first goal and brainstorm the ways each channel could help you meet that goal. Repeat for your second goal, and then your third.

Website

_____

_____

_____

_____

Other Communications

_____

_____

_____

_____

_____

_____

Goal 1 _____

Goal 2 _____

Goal 3 _____

Email

_____

_____

_____

_____

_____

_____

Social Media

_____

_____

_____

_____

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5. INTEGRATING COMMUNICATIONS

Your online communications channels don't live in a vacuum. Each needs to integrate with each other and with your other channels, like direct mail, earned media and phone calls. Using one of the goals you've defined, list the core communications channels you'll use and how you'll use them.

Channel	How will you use it to support your campaign?	How often will you use it/ post to it?
ex: Website	To increase ticket purchases for the awards gala, we'll post profiles of nominated organizations, including a photo and a story about their work	One profile per week

To coordinate the different channels, it's very useful to have a communications calendar. Map out when each of the posts and communications above fall on the calendar below. If your campaign is more than a month long, feel free to use your own calendar.

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1					
Week 2					
Week 3					
Week 4					
Week 5					

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