

Template Communications Plan

Key message: We care and support our community

Objective	Audience	Comms tactics and channels	Timing	Assign to	Evaluation metrics
Increase the number of local young people attending holiday clubs by 20%.	Local parents, schools	Tactics: Case study videos and photos. Channels: Instagram, community Facebook pages, school newsletter, families' magazines, Council website, posters outside church building.	E.g. When will you issues the communications and when will the event, activity etc take place?	Add name of individual who will be responsible for a particular objective and developing and issuing related comms materials	<ul style="list-style-type: none"> Attendance figures Social media engagement and reach Website visits to event page
Encourage donations to raise £20,000 by the end of the year to keep foodbank running in the church.	Congregation, people who live in the parish, community groups, local MPs and councillors.	Tactics: Open letter from vicar, charity abseil, press release Channels: Church newsletter, local paper/radio, Facebook, poster outside the church, local MPs/councillors' social media.			<ul style="list-style-type: none"> Number of donations Newsletter click-through rate Website traffic Local paper coverage carrying key messages and call to action No. of MPs/councillors reposting
Increase number of teenagers/young adults on Alpha course by 20%.	Teenagers, young adults, parents, teachers	Tactics: Case studies of lives changes Channels: Tik Tok, Instagram, website, You Tube			<ul style="list-style-type: none"> Attendance figures Website traffic Social media engagement and reach