



Good Communicators
Exchange

Pro Tips for Strategic Communications Planning

Today's Speaker

Good Communicators
Exchange



GISELE McAULIFFE

Coach - Trainer - Strategist

Advancing Nonprofit Leaders & Communicators

+1.202.285.3340

gisele@bigger-impact.com

Alexandria, VA USA

Bigger-Impact.com



INSIGHT #1

A communications plan is
NOT A SERIES OF TACTICS
assigned to you by leaders of your
organization!



What is the
purpose of a
strategic
communications
plan?

A strategic communications plan is a roadmap for...



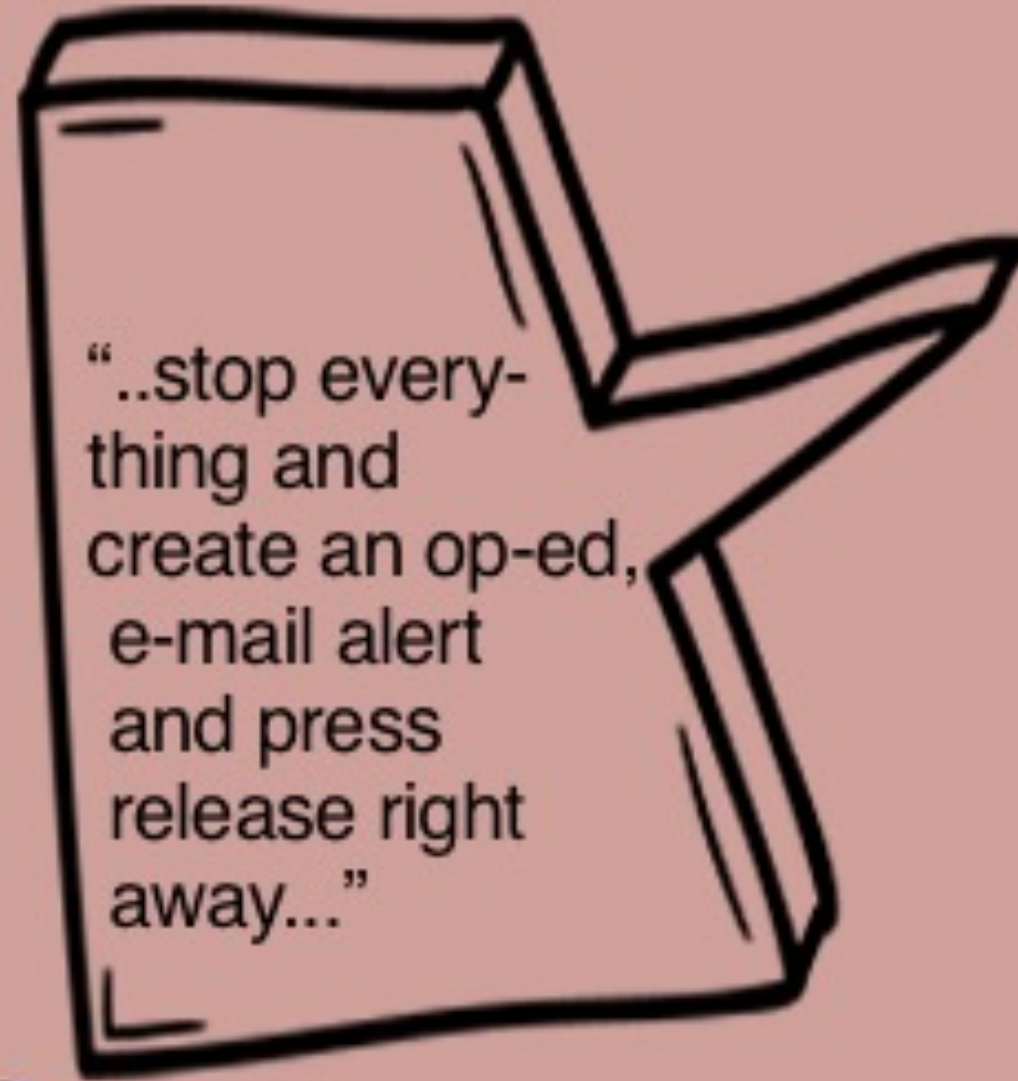
...engaging target audiences
and disseminating messages
that motivate targets to take
desired actions.

It includes:

- Target audiences
- Messaging
- Strategies and tactics
- Measurement of success
- Implementation plan

INSIGHT #2

Communications planning
requires leadership skills.



“..stop every-
thing and
create an op-ed,
e-mail alert
and press
release right
away...”

Good Communicators
Exchange

IS THIS
YOU?

You have to affirm you're expertise and **LEAD** a shift in organization thinking

Good Communicators
Exchange

*Provide
communications
support by doing
these actions.*

Program or organization Leader

*Here's the goal, how
can communications
best help achieve this
goal? **WHAT DO YOU
RECOMMEND?***

Communications specialist

Communications leadership means...



Managing up and not allowing program staff tell you how to do your job

Provide communications support by doing these actions.

Program or organization Leader

Let's just pause for a moment and talk about your objectives. What will be different 3-6 months from now if we achieve your objective?

Communications specialist

INSIGHT #3

Communicators are always educating leaders about strategic communications.

Do you struggle to make a case for communications resources?

Good Communicators
Exchange



COMMUNICATIONS ACTIVITIES BE MEASURABLE



...in order to:

1. Gauge success or adjustments that must be made
1. Determine where to invest resources going forward
2. Prove the added value communications brings to the organization/program



INSIGHT #4

Communications
Return-on-investment (ROI)

Value of staff time & expenses expended to perform activity
Value of Outcomes Achieved



How do most
communicators fail
in their strategic
planning right from
the start?

ANSWER



They fail by not evaluating if and how the organization/program may —or may not— benefit from communications strategies and tactics.

INSIGHT #5

Before planning, always
perform a communications
assessment.

COMMUNICATIONS ASSESSMENT OUTLINE



1. What are the program objectives? Are they SMART (Specific, Measurable, Achievable, Resourced and Time-bound)
2. Who are the target audiences? What research about them do we have?
3. What mandated timeframes (events, deadlines) are we dealing with?
4. What are the program AND COMMUNICATION resources?



Thank you.