**Housing Supply Challenge Support Program**

Communication planning Worksheet #2 – Communication Plan, Part One

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| Breakout Group Discussion: |
| Review the content below and discuss the **first four** elements of the Communication Plan covered in Part One of our discussion: |
| Priority Audience, Communication Objective, Communication Deliverable, and Communication Method. |
| Select one priority audience and complete the shaded columns in the template plan below. |

# Discussion questions for your group:

How would you modify your elevator pitch if meeting this priority audience for the first time?

What are this priority audience’s communication expectations, needs or interests?

What communication goals are critical to meet for this priority audience?

How best can two-way communication keep this priority audience engaged and informed?

What specific information does the priority audience require?

What communication tool would best deliver the required information?

What is the priority audience’s preferred channel to receive information?

# Priority Audience Communication Plan Template

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Priority**  **Audience** | **Communication Objective** | **Communication Deliverable** | **Communication**  **Method** | **Key Message** | **Schedule** | **Owner** | **Feedback Loop** |
| **Example:**  Community Group ABC | Keep community X informed about local impact | Project update | Bi-monthly Town Hall meetings  Printed Fact Sheet | We are open to, and want your input/feedback | January 15 + 22  March 15 + 22 | Team Member name here | Town Hall Q&A  Post-event survey |
| **Your teamwork:** | [Insert text] | [Insert text] | [Insert text] | [Insert text] | [Insert text] | [Insert text] | [Insert text] |

**Priority audience**: Those most impacted by the problem you’re trying to solve; individuals/organizations who need to be engaged in the design and delivery of your solution.

**Objective**: Reasons for communicating with this priority audience and expected outcome.

**Deliverable**: Communication content produced to meet the needs of the priority audience.

**Method**: A priority audience’s preferred communication channel to receive information.