

# Communications Plan Worksheet

**Situational Analysis** As a preamble to your plan, write an introductory paragraph describing the current status of your church or ministry. This will help make the case for the Goals, Objectives, Strategy and Tactics easier to explain. You might also consider a SWOT (strengths-weaknesses-opportunities-threats) analysis with the pastor and key ministry staff. This could provide valuable input and initial buy-in of plan.

What is the current status of your organization?

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What are your organization's strengths?

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What are your organization's weaknesses?

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Where do you see potential opportunities?

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What are the potential threats to your organization?

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**Communications Goals** Goals are longer term and not necessarily tangible. They define the desired outcome - the results we strive to achieve. Goals provide direction and a purpose and express general intentions – they are broad, intangible, abstract.

What outcomes or changes would you like to achieve through your communications efforts?

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**Objectives** Specific, tangible points leading to your goal. They are shorter term and should be specific, measurable, achievable, realistic and time-oriented (SMART). Objectives support the achievement of related goals.

What will it take to achieve this objective? Remember to be SMART!

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Do I have the necessary resources?

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What is my timeframe?

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**Strategies** General approaches used to achieve complicated goals or objectives.

Where is your organization trying to get to in the long-term? (**direction**)

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**Tactics** Action steps or tools used to help implement the strategies, achieve objectives and attain goals.

What specific steps will I take for each strategy?

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**Key Messages** Your key messages are simple, clear ideas that summarize the essence of your program or project. They should function as guiding principles for all kinds of communications, from brochures and videos to online information, media interviews or conversations with your stakeholders. The main point is that messages must be clear and consistent across all kinds of communications.

What change in thinking or behavior do you want to motivate in your audience?

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**Target is Audiences** Who do you want to reach with your message?

Internal (Individuals within your organization)

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External (Individuals outside your organization)

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**Long-Term Projects** Good ideas that you want to hold on to and consider at some point.

What other activities are possible?

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**Calendar By Month** Decide the best times to implement the activities in your plan and how you will continue implementation over the length of the plan. Be intentional. However, remember time frames are often tentative and may need to be revised during the life of your plan.

What will happen when?

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**Budget** Don't let budget keep you from dreaming big for your church. Consider all opportunities. You can always pare down the plan as budgets dictate.

**On-going Evaluation** You can tweak your plans as needed. Your plan shouldn't be written in stone and placed on a shelf to collect dust. You should keep your plans at your fingertips and evaluate it often.

How will I evaluate my progress?

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