

## COMMUNICATIONS GOAL:

How can your communication activities directly support or complement programmatic or operational goals? Be sure to keep this goal statement simple, unambiguous, and realistic. It should also reflect available capacity, resources, and time.

What are some of the steps that will help you achieve your goal?

*List possible objectives here:*

Who do you most need to influence to motivate to action to make this happen?

*Describe a possible audience here:*

Why does this audience matter? How can it help you achieve your goal?

*Note the desired behavior change or actions needed:*

What would motivate *this* audience to act? Keep in mind: information alone won't suffice

*Identify relevant audience values + concerns here:*

Who does this audience trust?

*List possible messengers here:*

How, when, and where might the message be best delivered?

*Describe a possible format and distribution channel(s);*