

Communications Planning Template

Communications Goal: _____

| AUDIENCE | BELIEFS + INTERESTS | CALLS TO ACTION | MESSAGES | CONNECTORS + CHANNELS |
|-------------------------------|---|---------------------------------|-------------------------------|--|
| Whom do you want to reach? | What they care about and know regarding FTS? | What do you want them to do? | What messages would resonate? | How can you reach them? Who can help? |
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