

# Voices for Civil Justice

## Communications Planning Worksheet *(Develop a separate worksheet for each Objective.)*

### Step 1 – Objective

A good objective is S.M.A.R.T. – Specific, Measurable, Attainable, Realistic, and Time-bound. Ask yourself “What will success look like?”

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### Step 2 – Decision Makers (Power Audiences)

**Decision Maker(s)** - The person or persons you are ultimately seeking to influence / who have the power to make your objective a reality.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Decision Maker(s) Readiness to act.** How is the topic of your communication currently perceived by your Decision Makers? Are they even aware of it? Do they know about it but need to be motivated to take the action you seek? Or are they already doing what you need them to do and you want to encourage them to keep at it?

1. \_\_\_\_\_  Educated  Motivated to act  Thanked & encouraged
2. \_\_\_\_\_  Educated  Motivated to act  Thanked & encouraged
3. \_\_\_\_\_  Educated  Motivated to act  Thanked & encouraged

**Decision Maker Core Concerns and Values** (What values, beliefs & realities of your Decision Maker(s) are relevant? Examples include business success, strong faith beliefs, helping specific segments of your community.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Step 3 – Context

#### **Internal Scan**

Internal assets: \_\_\_\_\_

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Internal challenges/barriers \_\_\_\_\_

Other internal opportunities and considerations: \_\_\_\_\_

**External Scan**

Timing: \_\_\_\_\_

Aligned or Competing issues: \_\_\_\_\_

Aligned or Competing organizations: \_\_\_\_\_

Political environment: \_\_\_\_\_

**Step 4 – Messengers – Who can influence your Decision Maker(s) / Power Audience(s)?**

Who/what sources do your Decision Makers trust? Choose messengers with the ability to influence your Decision Makers. You may need to communicate with them first, to “recruit” them to carry your message to the Decision Maker(s).

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**Messenger Readiness** (How is the topic of your communication currently perceived by your potential messengers? Are they even aware of it? Do they know about it but need to be motivated to carry your message? Or are they already doing what you need them to do and you want to encourage them to keep at it?)

- 1. \_\_\_\_\_  Educated  Motivated to act  Thanked & encouraged
- 2. \_\_\_\_\_  Educated  Motivated to act  Thanked & encouraged
- 3. \_\_\_\_\_  Educated  Motivated to act  Thanked & encouraged

**Messenger Core Concerns and Values** (What values, beliefs & realities of your potential messengers are relevant?)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Step 5 –Messages**

Your **messages** are Decision-Maker specific. They are the key points you want to make with each. What do you want your Decision Maker(s) to THINK / FEEL / DO? Based on the above Readiness and Core Concerns assessments, what messages are likely to resonate?

Decision Maker: \_\_\_\_\_

Message:

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Decision Maker: \_\_\_\_\_

Message:

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Decision Maker: \_\_\_\_\_

Message:

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**Step 6 – Tactics**

**Tactics** (What will you DO to communicate?)

Your **tactics** are the activities you will use to delivery your messages to your target audiences (e.g., meetings, websites, newsletters, press events, letters, phone calls, media placements, paid advertising). Each tactic should have a specific target **audience**, and an accompanying **timeline, assignments** (who will implement), and **budget** (time and money).

<b>Decision Maker</b>	<b>Tactic</b>	<b>Notes</b>