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Communication Plan template

<<Project Name>>

Background

BID Objectives (taken from the strategic plan)

Research and information

Communication Objectives

Key audiences

Identification of key audiences

Issues of concern to key audiences

Preferred channels of communication

Communication strategy

Overall approach

Key messages

Tools and channels

Most appropriate channels to deliver the message

Risks



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Sample Action Plan

What	Key messages	How (tools/channels)	When	Responsibility	Audience		Budget	Target
Quarterly update	Business turnover is growing	Business e-newsletter	October 2009	administrator	Members			
Liquor ban	Input to draft bylaw required	email	August 2009	BID manager	Members			Get feedback from minimum 20 members
Security update	Latest statistics show drop in crime in centre	Article in local newspaper	February 2010	BID chair	Members	Local community		
AGM		Email communication	August 2009	BID manager	members			
Hosting event	fun	posters	May 2010	Volunteer	Un-engaged businesses			Engage minimum 5 new businesses
Issue summary Strategic plan	We know what we are doing	post	October 2010	BID manager	Members			
Welcome pack	Welcome to the area	Deliver by hand	immediate	BID manager	New businesses to area			Active participation in BID activities