ACTIVITY: STRATEGIC MESSAGING

Use this worksheet to develop a strategic communication campaign aimed at a particular audience (i.e. stakeholder or stakeholder group).

First, think about the audience you are intending to reach; then design a campaign (medium + message) around that audience.

Your Audience: _____

1. What do you want this audience to know about your program? What do you want them to do with this information?

2. How do you think this audience prefers to receive or process information (medium or media)?

Now, examine the data that you need to communicate to this audience. Choose one or two findings to highlight that you think would be most interesting or relevant for this audience.

3. Briefly summarize this information for the audience you have chosen.

4. What kind of visual (graph, chart, video, photograph, etc.), if any, would you use to represent this data?