



Campaign: [*insert campaign name*]

What is the Opportunity?	<i>Why invest in THIS campaign?</i>
What is the Urgency?	<i>Why does this need to happen NOW?</i>
When will the Campaign start?	<i>Date</i>
When will the Campaign end?	<i>Date</i>
Who is/are the Campaign Owner(s)?	<ul style="list-style-type: none">••
Who is on the Campaign Team?	<ul style="list-style-type: none">•••
What is the Campaign rationale?	<i>What's the need and outcome we expect? What are the benefits?</i>
What is the opportunity cost?	<i>What is the cost to the organization if we do NOT act?</i>

Notes:



AUDIT - Communication Requirements:

What specifically do we need in order to implement this Campaign:
<ul style="list-style-type: none">• <i>Conditions for success that must be met before the campaign can start, often things (data, tools) not currently 'owned' by Mktg.</i>
<ul style="list-style-type: none">•
<ul style="list-style-type: none">•
<ul style="list-style-type: none">•

GOALS - Campaign Objectives and Measures

What do we hope/expect to achieve? (<i>specific and measurable</i>)
1.
2.
3.
4.
5.



AUDIENCES - Who do we need to Engage?

Stakeholder Groups - INTERNAL	Message(s)
<i>Ownership</i>	
<i>Management</i>	
<i>Full-time Staff</i>	
<i>Part-time Staff</i>	
Stakeholder Groups - EXTERNAL	Message(s)
<i>Strategic Partners</i>	
<i>Existing Clients/Members</i>	



CHANNELS – How to get the Message(s) Out?

Internal

- 1-on-1 In-Person Meeting
- Team Meeting
- Direct Phone
- Text Message
- Direct Email
- Video Messages
- Employee Email blast
- Signage in Staff rooms and Shared spaces
- Other(s):
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-
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External

- In-Person Meeting
- Direct Phone
- Text Message
- Direct Email
- Video Message
- Community Newsletter/E-blast
- Website – Alert
- Website – News Post/Blog Post
- Social Media – Direct Message
- Social Media – Posted Message
- Press/Media Release
- Digital Signage, On-Site Signage
- Direct Mail
- Others:
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