



SESSION 4

Basic Elements of an Effective Communications Plan and Strategy

A communications plan and strategy should consider communications with membership, employees, associates and other key stakeholder groups at different points in the planning process.

BASIC ELEMENTS OF A COMMUNICATIONS PLAN	EXAMPLES
Identify WHO will receive communications	<ul style="list-style-type: none"> ✓ Members, associates, employees, church officials, sponsored or supported ministries, lessees, worshippers, close neighbors, civic officials, advisors, benefactors
Identify WHEN in the process each stakeholder group will receive communications	<ul style="list-style-type: none"> ✓ At the beginning of the property planning process as a courtesy to selected stakeholders ✓ Before the institute’s planning process becomes public ✓ Before contacting other groups to determine the potential of interests in common ✓ When input, ideas or referrals are desired ✓ When key stakeholders need to know how specific next steps may affect them ✓ When outcomes are known
Identify the FREQUENCY at which communications will occur with each stakeholder group	<ul style="list-style-type: none"> ✓ Only at the beginning of the planning process ✓ Periodic updates at major points in the strategic property planning process ✓ At each point feedback or ideas are desired ✓ After significant developments occur
Identify HOW each stakeholder group will receive communications	<ul style="list-style-type: none"> ✓ Personalized letters ✓ In-person meetings ✓ Phone calls ✓ Newspaper editorial ✓ Institute publications and newsletters
Regularly REVIEW changing communications needs as strategic property planning unfolds	<ul style="list-style-type: none"> ✓ Communications included as an agenda item for every meeting ✓ Questioning periodically if strategic property planning progress or developments give rise to new communications needs ✓ Special sensitivity to communications with employees

