Project or Event:

Primary Message/s	
1.	
2.	
3.	

Supportive Points	Resources for supportive data and resources

Key Audience/s	

Samples: Internal (staff, support staff, coaches, students, etc.)
External (parents by building level, faith-based organizations, businesses, senior citizens, etc.)

Key Dates	Action to take place

Sample activities by date: Develop process and messages; Initiate communications (including form of communications; evaluations (ongoing and final); completion of project (if applicable) and final evaluation.

Form of Communication / *Tools Used	Person Responsible	Messenger	Notes

*Samples: large or small meetings; website; social media; automated call; newsletter (district and/or building-level); traditional media (press release and/or press conference).

Evaluation	Person Responsible	Types of Evaluation	Notes
Ongoing Evaluations			
End of Event/Program Evaluation			

- Informal "check-ins" and low-level surveying during the process is valuable.
- End of event/project evaluations should be completed to guide future communication efforts.