

**Project-Based**

**Communication Plan**

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| **Project or Event:**  |

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| **Primary Message/s**  |  |
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| **Supportive Points** | **Resources for supportive data and resources** |
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| **Key Audience/s** |  |
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Samples: Internal (staff, support staff, coaches, students, etc.)

External (parents by building level, faith-based organizations, businesses, senior citizens, etc.)

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| **Key Dates** | **Action to take place** |
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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.

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| **Form of Communication / \*Tools Used** | Person Responsible | Messenger | Notes |
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\*Samples: large or small meetings; website; social media; automated call; newsletter (district and/or building-level); traditional media (press release and/or press conference).

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