

Mapping out your strategic planning communications framework

WHO	WHAT (KEY MESSAGES)	BY WHEN/ WHERE	HOW	WHY
<p><i>Members</i></p> <p><i>This column would identify all possible target groups including funding agencies, the Board, Committee Chairs, Athletes, General public, international partners, etc.</i></p>	<p><i>Sample Key Messages: Messages are crafted for each audience. Some of the core messages can be repeated overtime, regardless of the audience.</i></p> <ul style="list-style-type: none"> Over the past several months, our NSO has been engaging members in a series of consultative discussions to review the organization’s current foundational statements and to determine future priorities. To date, more than 450 individuals representing various perspectives from all part of our sport have been engaged in reviewing and refining the key elements of the organization’s future strategic plan. We are pleased to share with you the final version of the plan which was approved at our AGM by members and the Board. All reports and survey from our consultation sessions are available on our website at www. Watch for ways that you can become involved in activating our strategic plan by following our e-bulleting and by clicking here to let us know how you might be able to help. 	<p><i>Timelines are identified that help you issue and sequence the communications to various audiences in a strategic manner.</i></p> <ul style="list-style-type: none"> <i>Sent the day after the strategic plan was approved</i> 	<p><i>Medium is the method of communications you will use to connect with various audiences. In some cases, you need face to face dialogue while with others, a tweet will do.</i></p> <ul style="list-style-type: none"> <i>By email</i> <i>Use member update template to distribute</i> <i>Use quotes from high profile spokespeople</i> <i>Can develop a video if you want the plan to speak to younger audiences</i> 	<p><i>Rationale: If you can’t explain why you need to share this message with your audience, then consider not sharing it. With emails flooding our inbox, people expect a strategic approach.</i></p> <ul style="list-style-type: none"> <i>Increased knowledge of what matters to the organization</i> <i>Begin to use the plan as a consistent decision making framework</i> <i>To build ownership of the plan by stakeholders</i> <i>To increase accountability and trust</i>