

# Communication Campaign Basics

Point of contact: Name one individual from your team who will serve as the campaign lead.

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Campaign Objective: Write a conceptual, quantifiable, time-bound statement of the desired outcome of your communication campaign.

*Example: To increase registrations for the Toward a Shared Vision Summit by 25% from the 2021 to 2022 event.*

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## Campaign Budget:

Will you need one? (Think: paying for media, creative services, printing, technology support, etc.)

How much?

Do you have access to the funding?

If not, who will you approach to seek the funding?

What will they require from you to approve?

# Campaign Audience

Our target audience:

## CONSIDER....

- Who needs to hear your message?
- Demographic characteristics?
- What do they care about?
- Whom do they trust?
- Where can they be found?
- What types of content do they consume?
- Who influences their decisions?
- What are their unique needs?

What do you believe are the top-3 channels for reaching your audience?

1

2

3

# Campaign Objective



Our campaign objective is to...

*Example: To increase the number of counseling appointments with students by 15% from fiscal year 2021-2022 to 2022-2023.*

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We need to ask our audience to do this (call to action)...

*Example: To fill out a counseling appointment form*

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This is how that might look...

*Example: We send out a targeted email, our audience opens and clicks a link in the email, it leads them to a landing page, the landing page has a form, the form results are received, and someone calls the student within 24 hours to schedule a session, etc.*

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# Campaign Summary Sheet

## Campaign Objective

Desired outcome?

## Key Message Points

Reflect on empathy mapping (what do you want them to think, feel, say, do?)

My Target Audience

## Delivery Mechanisms

What channels will you use?

## Content Creator

Who will write, edit, design, build, etc.?

## Date & Time

When will the campaign begin and end?

## Content Sender

Who is the final authority to authorize? And deploy?



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Outline important campaign milestones. Provide as much detail as possible.

Campaign Timeline | Milestones

**YEAR PLANNER**

**July 2022**

**August 2022**

**September 2022**

**October 2022**

[Empty planning area for July-October 2022]

**November 2022**

**December 2022**

**January 2023**

**February 2023**

[Empty planning area for November 2022-February 2023]

**March 2023**

**April 2023**

**May 2023**

**June 2023**

[Empty planning area for March-June 2023]

# Need a communication thought partner?

Contact Jake Poore  
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*Scan for Jake's contact details*



## Access a digital copy of these worksheets.

