

Communication & Promotion Plan Checklist

A simple plan to help the right people notice, understand and act.

Purpose

What are we trying to achieve?

- ☐ Are we clear about what we want this communication to achieve?
- ☐ Is it focused on one service, activity, event or priority?

Notes/ actions:

Who

Priority audience

- ☐ Do we know which audience matters most for this activity?
- ☐ Have we considered people who may be easier to miss?
- ☐ Do we understand what matters to them, and what would help them trust us?

Notes/ actions:

What and why

Key message

- ☐ Is it clear what we are offering?

- ☐ Have we explained why it matters and the difference it could make?
- ☐ Does it focus on what the audience needs to hear, rather than describing us?
- ☐ Have we included a relevant reason to trust us?
- ☐ Does it sound like our organisation?
- ☐ Could anything be shortened or removed?

Notes/ actions:

What next

Call to action

- ☐ Is there one clear call to action?
- ☐ Is the next step clear, simple and realistic?

Notes/ actions:

Where

Channels

- ☐ Where is this audience most likely to see or hear the message?
- ☐ Are we using channels they already use and trust?
- ☐ Can we afford and realistically maintain these channels?
- ☐ Are we using a small number of complementary routes rather than trying to be everywhere?

Notes/ actions:

Manage

Actions and responsibilities

- ☐ Can we adapt or reuse existing content?
- ☐ Is it clear who will create, approve and share it?
- ☐ What needs to happen, and by when?
- ☐ Do we have the right consent, permissions and safeguarding checks?
- ☐ Can staff, volunteers, partners or champions help without creating unnecessary risk?

Notes/ actions:

Measure

Review and learn

- ☐ What simple result will show whether the communication helped?
- ☐ How will we record what happened?
- ☐ What will we repeat, improve or stop next time?

Notes/ actions:

Keep it simple. The aim is to help the right people notice, understand and trust your organisation, see why your work matters and know what to do next.

Start small, repeat what works, and use what you learn to improve next time.